

# **GLOBAL FASHION 2018**

## **Fostering the Practice of Mexican Traditional Textile Craft**

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### **Abstract**

**Purpose:** In a world where globalization and technology are at their peak, indigenous Mexican communities are struggling between the pull of their ancestral traditions and modernity. The future of indigenous Mexican arts and crafts is endangered because it faces threats from the forces of globalization and fast fashion consumption practices. Throughout the study I aimed to analyze the effects of indigenous Mexicans participating in the global fashion marketplace.

**Methodology:** I utilized several qualitative data gathering methods that are based on advocacy/participatory research and storytelling. I conducted interviews with Mexican artisans and with one designer. The aim of these interviews was to learn more about their creative processes and how they approach collaborative work with designers.

As part of the study, I created a swimwear capsule collection in collaboration with two indigenous Mexican artisans. Through its creation process I was able to outline some safe guidelines to effectively nurture the practice of traditional textile crafts in Mexico.

**Findings:** Based on my research, I learned that including Mexican indigenous people in the fashion marketplace may help perpetuate crafts traditions and may improve indigenous Mexican communities' quality of life. Moreover, with the literature review, interviews conducted, and my experience working with two Mexican artisans and most important as a designer I was able to outline six strategies to responsibly collaborate with indigenous Mexican groups and foster Mexican textile craft traditions.

**Originality/value:** This study provides strategies so indigenous Mexican communities can commercialize their traditional craft without endangering their cultural identity or negatively impacting their traditional

legacies. Moreover, this study may be applied to other ethnic communities experiencing similar challenges as Mexican indigenous groups.

**Keywords:** Mexican traditional textile crafts, Swimwear, Legacy, Story-telling.

**ISBN: 978-989-54263-0-0**

