

CARLA FERNÁNDEZ

FOR IMMEDIATE RELEASE

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[PHOTO GALLERY](#)

**ACCLAIMED MEXICAN CLOTHING DESIGNER CARLA FERNÁNDEZ
DEBUTS IN LOS ANGELES**

***THE FUTURE IS HANDMADE!*
CARLA FERNÁNDEZ: FASHION/ART/HOME**

**FIRST LOS ANGELES EXHIBITION OF CLOTHING, ART
JEWELRY, HOUSEWARES, AND
VINTAGE MEXICAN CLOTHING AT DECADES**

**SEPTEMBER 12–28, 2015
850 S Broadway Boulevard #600, Los Angeles, CA 90014**



(August 17, 2015)–The future of fashion is *handmade*, according to award-winning clothing designer and activist [Carla Fernández](#). Fernández's first time Los Angeles exhibition, ***The Future is Handmade! Carla Fernández: Fashion/Art/Home***, opening September 12—28, 2015 will include fashion, art and housewares and explores Mexico's traditional textile heritage and techniques, and how they can be applied to modern clothing and accessories.

Winner of British Council's International Young Fashion Entrepreneur of the Year at London Fashion Week, and a recipient of the Prince Claus Award, Fernández is much buzzed-about in Europe and Mexico. The Los Angeles exhibition, which coincides with Mexican Independence Month, and is curated by Renee Zellweger of San Francisco's [Summerschool](#), will be a multi-dimensional and immersive experience, designed to provide a deep understanding of Mexico's social culture and history, beyond design.

The exhibition features Fernández's couture and ready to wear clothing, highlighting her Fall/Winter 2015 collection as well as textiles and housewares, including hand-woven wool rugs, throws, pillows and table runners. Drawings, photographs, video and source materials, demonstrating Fernández's multi-layered design process support the exhibition. The exhibition will highlight the styles and techniques of five Mexican states: Chiapas, Yucatan, Campeche, the State of Mexico and Mexico City. It will include her most recent collaboration with communities in Guerrero.



The exhibition also showcases work by other Mexican artists including [Graciela Iturbide](#), [Ramiro Chaves](#) and Fernández's husband and multimedia artist [Pedro Reyes](#) among others. Ceramic, and carved wood jewelry by Carla Fernández and her friends, including [Sangre de mi Sangre](#) are also featured. In addition, housewares by [Oaxifornia](#) and [M de México](#) are also highlights.

“It is my hope that the exhibition, ***The Future is Handmade!*** will demonstrate how culturally diverse the artisanal communities are across Mexico. If you bring their work together through design, working closely with the artisans, you can create clothing and textiles that feel dynamic and modern,” says Carla Fernández. “The exhibition presents the realm of possibilities, by shifting the historical boundaries between craft, design, folk art and contemporary art. What’s old is new again.”

Renee Zellweger of *Summerhouse* says, “I can’t tell you how thrilled I am that we’re working with Carla to put on this show. Not only is the work beautiful, but it’s important. Helping bring to life Carla’s entire story in Los Angeles is wonderful. I think people attending the show in any capacity are going to be blown away.”

Fernández’s personal vintage collection of Mexican clothing will be presented and available for sale exclusively at Decades in Los Angeles, as part of the exhibition.

Cameron Silver, founder of *Decades* says, “Carla’s vintage clothing collection tells an important story about Mexico’s rich cultural heritage. I love ethnographic textiles. Anyone who loves Dries, Marni, Margiela, Creatures of the Wind or artisanal design would appreciate this survey of Mexican vintage textiles.”

Fernández’s latest show is an evolution of her first stateside exhibition in 2014 at the Isabella Stewart Gardner Museum, Boston: [*Carla Fernández: The Barefoot Designer A Passion for Radical Design and Community*](#). Following the success of the show, she subsequently exhibited for the first time in California at the Boiler Room at Heath Ceramics San Francisco, [*Design Culture Mexico*](#), in spring 2015.

Rare master workshops for adults and kids taught by Fernández with her artisan-collaborators will take place as part of the exhibition program to reinforce the importance of keeping indigenous design relevant and current, and will include discussions about art, culture, commerce and social innovation in Mexico and beyond.



Visitors are invited to survey the exhibition and shop the Carla Fernández Fall/Winter 2015 collection and housewares.

Carla Fernández, A Social Innovator

Carla Fernández is a Mexico City-based fashion label inspired by the geometrics and textile richness of Mexico. Since her childhood, Carla Fernández has been a fan of Mexican culture. She has gained international acclaim for her extraordinary approach to preserving the rich cultural heritage of Mexico's indigenous communities, transforming it into beautiful clothing, textiles and housewares. Her contemporary take on handcrafted methods, is proving ethical fashion can be striking, avant-garde and forward-looking.

Among influential collectors and followers of Fernández's work are leaders in the creative community, including **Zelika García**, director of MACO art fair; **Mónica Manzutto**, owner of Kurimanzutto Gallery; **Joan Jonas**, artist representing USA in Venice Biennale 2015; and **Maria Heladia Iñarritu**, wife of Alejandro González Iñarritu, a multi-Oscar winner; and **Catherine Bailey**, creative director and co-owner, Heath Ceramics.



A change agent and innovator, bringing new meaning to luxury fashion, Carla Fernández travels throughout Mexico visiting communities of artisans that specialize in handmade textiles, utilizing centuries-old indigenous techniques. Her labor-intensive approach is helping to sustain these techniques and the people who collaborate with her. In the face of today's "fast fashion", she is helping young artisans understand they can earn a livelihood by continuing their family's traditions instead of migrating to the city and eventually losing their trade.

Fernández works closely with the artisans at the onset of each project, where techniques such as weaving or hand looming, are an integral part of the production of new pieces and collections, rather than adding decorative embellishments at the end of the creative process. Dyeing the textiles in mud, or wool felting using the artisans' feet, are examples of some of the unique techniques practiced. The craftspeople become partners and are compensated fairly for their contributions.

By working this way, in small production runs, her process helps preserve and elevate the rich textile heritage of Mexico's communities making it relevant today. Her approach to ethical production and her methodology of work has won her praise, as has her commitment to creating a mechanism to keep the vital communities' traditions intact.

Her personal background has provided her with an immensely deep understanding of Mexican culture and art. Her father is a historian who traveled to indigenous communities, while her mother visited international fashion centers. Her husband, multimedia artist Pedro Reyes, exhibited at The Hammer Museum at UCLA, *The People's United Nations* in 2015. Her own background in art history and fashion design has allowed her to study handcrafted indigenous dressing from an anthropological approach.

By studying Mexican apparel over the past two decades, Fernández has developed a new design vocabulary, fusing handmade techniques with contemporary form. Her collection is based on the Mexican tradition of making clothing from squares and rectangles, otherwise known as “the Square Root” method. The process relies on construction based on the entire fabric, draped fluidly, as opposed to cutting patterns, defined by seams to mold to the body.

In 2013, Carla was one of 11 worldwide recipients of the Prince Claus Award based in Amsterdam, which recognizes artists whose cultural actions have a positive impact on the development of their societies. She also won the British Council’s International Young Fashion Entrepreneur of the Year award at London Fashion Week for her work as founder of *Taller Flora*, a fashion label and mobile laboratory in 2008. In addition, Magazine ID 2009 presented her as one of the 40 best designers of the moment, and her work has appeared in [New York Times](#), [ELLE](#), [Vogue](#), In Fashion, ID, [Harper’s Bazaar](#) and Wallpaper.

EVENTS

Trade and Press Only Day:

Tuesday, September 8, from 9AM to 4PM, or by appointment

View the Fall/Winter 2015 collection, and Spring/Summer 2016 collection.

Invitation Only VIP Reception Saturday, September 12, 1:30PM to 3:30PM.

Weekend Celebration – Open to Public.

Saturday, September 12 from 3:30PM to 5:30PM

Sunday, September 13 from 10:00AM to 6:00PM

An opportunity for the public to come in and learn about the world of Carla Fernández, meet the designer and shop the Fall/Winter 2015 collection and housewares.

Vintage Mexican Collection @ Decades

Open to the Public—

September 12 to 28

Mon-Sat 11am to 6PM .Sun 12 to 5pm.

Workshops

Please visit Carla Fernández [website](#) for details.

WHERE: (EXHIBITION TAKES PLACE HERE SEP 12–28, 2015)

Studio Lindon Schultz Architects
850 S Broadway Boulevard #600
Los Angeles, CA 90014

and

Mexican Vintage @ Decades
8214 Melrose Avenue
Los Angeles, CA 90046

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