# LAS MANUELAS

un diseño | una historia

# Origin

...unique, soulful garments tell the story of their origin and accompany us through time.

Special knit pieces impregnated with the essence of the people who create them.

### Las Manuelas

Strong and joyful women, living in the alpaca region in the south of Puno in Peru, highlands of a far away horizon at more than 4,000 metres in altitude,where pure and cold air blows as they tend to their alpacas.

### Digital CoDesign

Collection designed between fashion designers from Europe and Las Manuelas, a community of artisan women from the region of Puno, through a digital design platform.

### Traceable Craft

The women perform the whole production process for each of the pieces. From the care of the alpacas, shearing, spinning, and dyeing, to the final knitting of the product. Thus, impregnating their unique identity into each piece.

### Natural Materials

Alpaca wool, 100% natural, hand spun yarn, naturally dyed with local flora.

### Uniqueness and Permanence

Each piece is unique and timeless, holding a permanent space within Las Manuelas. Independent from the seasonal fashion calendar.

### Fostering Biodiversity

The pieces are created based on the availability of the different qualities and colors wools to preserve the natural biodiversity.

### Alpaca Wool Database

Real time access to a wool database of each community respecting the alpaca wool cycle avoiding any type of alteration to the environment, its natural processes, and the production times of the artisan women.

### Economic Vitality

The artisan women are introduced into the labor market, offering them an opportunity to apply their skills and have direct access to economic gain improving their lives.

### Transparency

A nonprofit project where all proceeds are utilized to cover production costs and improve the project.

### Connectivity

Creating a social network between artisans, designers and buyers. Utilizing digital tools to blur physical distances and cultural barriers.

# LOS MANOLOS & LAS MANUELAS Collection

Paulina Tarqui Pacoticona, *Mazocruz* · María Zavala, *Madrid*
AlCielo

Julen Linde, *Madrid* · Gloria Isabel Acero Pacoticona, *Mazocruz*
Botanical

Manuela Fidalgo, *Madrid* · Sebastiana Gutierrez Gutierrez, *Mazocruz*
Simbiosis

Eusebia Callacondo Almaza, *Mazocruz* · Christian Quijorna, *Madrid*
Feline

Francisca Cahuapaza Mamani, *Conduriri* · Claudia Signori, *Madrid*
Leco

Elia Tuyo Pacoticona, *Mazocruz* · Victor Gosálvez, *Madrid*
**Caniche 69**

Blanca Gomara, *Madrid* · Ruth Fany Huancapaza Paredes, *Conduriri*
Alas de Fuego

Tiscar Espadas, *Madrid* · Marleny Marisol Gutierrez Tuyo, *Mazocruz*
Tapabocas

John Eccles, *Madrid* · Eusebia Callacondo Almaza, *Mazocruz*
Tunki Tunki

Lidia Muro, *Madrid* · María Vanessa Cruz Alanoca, *Mazocruz*
Puka Pukara

Doris Sonia Gutierrez Tarqui, *Mazocruz* · Lidia Muro, *Madrid*
Restos

Herminia Perca Calizaya, *Conduriri* · Helena Juara, *Madrid*
Perú Tells Stories to Sally

Gloria Isabel Acero Pacoticona, *Mazocruz* · Manuela Fidalgo
Simbiosis II

## Collection

Los Manolos, a collective of fashion designers from Madrid who created this unique collection of scarves in collaboration with Las Manuelas, a community of artisan women from the southern area of Puno in Peru.

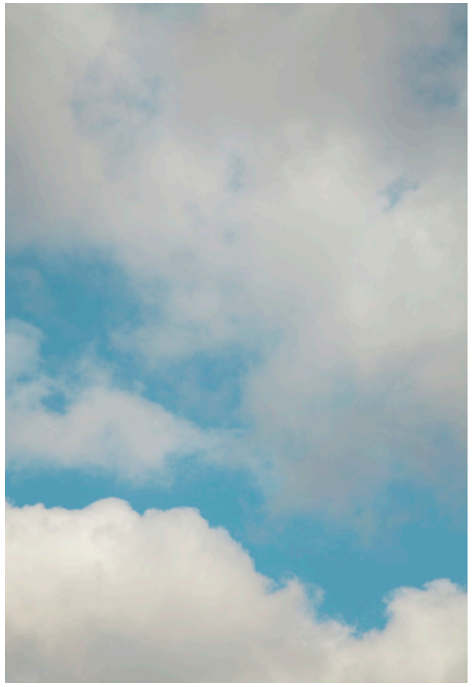
## Inspiration

Textile as the expression of what is human, the plumage as a longing for the divine.

This series of knit pieces seeks to render hommage to precolombian fabrics, which at times and at the height of a desire for the sublimation of a mortal need to create an aura of grandeur, were ornamented with brilliantly colored feathers.

Each of the participants of this collection has interpreted this inspiration with their unique visual language.

# LOS MANOLOS & LAS MANUELAS



ESPERE
VERDE
PEATON
PULSE

LOS MANOLOS & LAS MANUELAS
Brais Vilasó *Creative Direction*
Virgili Jubero *Photography*

# LOOKBOOK

## LOS MANOLOS & LAS MANUELAS

# Perú Tells Stories to Sally

Helena Juara
Los Manolos, *Madrid*

Herminia Perca Calizaya
Asociación María Parado de Bellido del Distrito de Conduriri, *Conduriri*

190 x 58 cm
240 €

*Wholesale price does not include shipping and applicable taxes.

# Feline

Christian Quijorna
Los Manolos, *Madrid*

Eusebia Callacondo Almanza,
Asociación María Parado de Bellido del Distrito de Conduriri, *Conduriri*

181 x 53 cm
200 €

*Wholesale price does not include shipping and applicable taxes.

# Puka Pukara

Lidia Muro
Los Manolos, *Madrid*

María Vanessa Cruz Alanoca,
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

184 x 42 cm
180 €

*Wholesale price does not include shipping and applicable taxes.

# Simbiosis

Manuela Fidalgo
Los Manolos, *Madrid*

Sebastiana Gutierrez Gutierrez
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

180 x 38.5 cm
180 €

*Wholesale price does not include shipping and applicable taxes.

# Caniche 69

Victor Gosálvez
Los Manolos, *Madrid*

Elia Tuyo Pacoticona
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

202 x 30 cm
180 €

*Wholesale price does not include shipping and applicable taxes.

# Tunki Tunki

John Eccles
Los Manolos, *Madrid*

Eusebia Callacondo Almanza
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

196 x 40 cm
150 €

*Wholesale price does not include shipping and applicable taxes.

# Tapabocas

Tíscar Espadas
Los Manolos, *Madrid*

Francisca Cahuapaza Mamani
Asociación María Parado de Bellido del Distrito de Conduriri, *Conduriri*

204 x 29 cm
150 €

*Wholesale price does not include shipping and applicable taxes.

# Leco

Claudia Signori
Los Manolos, *Madrid*

Francisca Cahuapaza Mamani
Asociación María Parado de Bellido del Distrito de Conduriri, *Conduriri*

160 x 48 cm
150 €

*Wholesale price does not include shipping and applicable taxes.

# Alas de Fuego

Blanca Gomara
Los Manolos, *Madrid*

Ruth Fany Huancapaza Paredes
Asociación Maria Parado de Bellido del Distrito de Conduriri, *Conduriri*

162 x 39.5 cm
150 €

*Wholesale price does not include shipping and applicable taxes.

# AlCielo

María de Zavala
Los Manolos, *Madrid*

Paulina Tarqui Pacoticona
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

180 x 30.5 cm
140 €

*Wholesale price does not include shipping and applicable taxes.

# Simbiosis II

Manuela Fidalgo
Los Manolos, *Madrid*

Gloria Isabel Acero Pacoticona
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

222 x 16 cm
80 €

*Wholesale price does not include shipping and applicable taxes.

# Botanical

Julen Linde
Los Manolos, *Madrid*

Marleny Marisol Gutierrez Tuyo
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

131 x 24 cm
70 €

*Wholesale price does not include shipping and applicable taxes.

# Restos

Lidia Muro
Los Manolos, *Madrid*

Doris Sonia Gutierrez Tarqui
Red Distrital de Santa Rosa de Mazocruz, *Mazocruz*

218 x 21 cm
60 €

*Wholesale price does not include shipping and applicable taxes.

# Credits

**Concept**

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Production Coordination MMR Puno, Peru

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Brais Vilasó
Campaign Art Direction

Virgili Jubero
Campaign Photography

Laura, Vicente, Alicia, Olivia, Virginia, Pedro, & Julio Juan.
Thanks to our campaign models

**LOS MANOLOS Designer Collective**

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LOS MANOLOS Collection Creative Direction, IED REC, Madrid, Spain

Barbara Sanchez, Blanca Gomara, Christian Quijorna, Claudia Signori, David Pineda, Helena Juara, John Eccles, Julen Linde, Manuela Fidalgo, María de Zavala, Tìscar Espadas and Victor Gosálvez
LOS MANOLOS Designers

**LAS MANUELAS Artisan Collective**

Eusebia Callacondo Almanza, Paulina Tarqui Pacoticona, Doris Sonia Gutierrez Tarqui, Sebastiana Gutierrez, Elia Tuyo Pacoticona, María Vanessa Cruz Alanoca, Gloria Isabel Acero Pacoticona, Marleny Marisol Gutierrez Tuyo
Artisans from the Red Distrital de Santa Rosa de Mazocruz, Mazocruz, Peru

Ruth Fanny Huancapaza Paredes, Francisca Cahuapaza Mamani, Herminia Percca Calizaya
Artisans from the Asociación María Parado de Bellido del Distrito de Conduriri, Conduriri, Peru

**Production coordination from MMR, Puno**

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Facilitators MMR Puno, Peru

Yovana Huanacuni and Juan Carlos Salamanca
Coordination MMR Puno, Peru

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Regent of the Conduriri Municipality and artisan

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Rural Coordinator in Puno

Ing. Juana García
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IED Rec Research and Education Center

Manuela Ramos
Una apuesta por la equidad

Economistas sin Fronteras