

ALPACA CULTURE

September 2017



Beatriz
Canedo
Patiño

Paying tribute
to a fashion icon

Beatriz Canedo Patiño

The Continuing
Legacy of the
"Queen of Alpaca"

By Daniela Erana and Meyla Bianco Johnston

In the June 2016 issue, we had the sad duty to report the March passing of Beatriz Canedo Patiño, founder of the Beatriz Canedo Patiño brand and a giant in the alpaca high fashion world. It was our distinct honor to interview Canedo Patiño in several past issues and to showcase her spectacular designs regularly. We also greatly appreciated her enthusiastic support and gracious encouragement in the early days of *Alpaca Culture*.





Conferring with her trusted team, Canedo Patiño plans the strategy for completing a famous gown created for her last international presentation in Paris during World Fashion Week in 2014. The dress took more than 100 hours to finish and was made of more than 15 meters of baby alpaca in BCP Melon®. More than 3,000 pearls were sewn on by hand. Here, Canedo Patiño is overseeing every detail of the process. Photo courtesy Fashion House of Beatriz Canedo Patiño.



Beatriz Canedo Patiño with the luxurious Suri fabric she so adored, in BCP Titan Red®. According to Deanna Canedo Kerna, "This photo was taken circa 1997 and used for the production of the iconic 'Hillary' Cape designed exclusively for the former First Lady of the United States, Hillary Clinton, which she wore on her official visit to Bolivia and also during her official visit to Kosovo." Photo courtesy Fashion House of Beatriz Canedo Patiño.



Beatriz is the picture of elegance visiting a stone corral on the Bolivian altiplano at more than 4,000 meters (16,000 feet) elevation in 2012. She visited breeders to observe the conditions in which they lived and help pioneer programs to better their communities as well as ensure ethical breeding and shearing of the alpacas. Photo courtesy Fashion House of Beatriz Canedo Patiño.

A Dynamic History

Beatriz Canedo Patiño founded her company, BCP Alpaca Designs S.R.L. more than thirty years ago with a clear vision of sophistication, elegance, a dedication to luxury and an unwavering mission to position the noble camelid textiles in the haute couture and couture fashion arena.

Canedo Patiño was a true pioneer in introducing haute couture and couture garments exclusively in alpaca, llama and vicuña. Her unique vision and style became known to the global fashion industry where the allure of her romantic designs won her the title the “Queen of Alpaca.”

From the beginning, she used camelid fibers actively and was dedicated to demonstrating their beauty and unique qualities to the world. As a Bolivian, she was familiar with the beauty and practical uses of alpaca and other camelid fibers. She took this knowledge to the world, acting as an ambassador for alpaca and vicuña as luxury materials made for the world of haute couture. In fact, Canedo Patiño single-handedly created the first complete lines of camelid designs for women and men in the global fashion industry.

Originality and timeless elegance, impeccable quality and a long history of more than 30 years solidified Canedo Patiño’s worldwide reputation of excellence and made her someone Bolivians looked up to for her singular vision. Besides being recognized as one of the most elegant and sophisticated labels, BCP Alpaca Designs, the Beatriz Canedo Patiño brand, is also known internationally as a leading exporting company in the Bolivian fashion industry, underscoring Canedo Patiño’s business acumen.

A woman loyal to her heart and her roots, Canedo Patiño returned to Bolivia and offered the world the “Made in Bolivia” label early in her career. This expanded her business and gained her even greater access to her sources of inspiration: the richness of her country, the alpaca, vicuña and llama. She believed in the talent of Bolivia’s tailors expanding her vision to show the world the virtues of these noble textiles and the quality of Bolivian craftsmanship.

Founded with a unique vision of sustainability and respect to nature, the company has a reputation for using ecological and organic materials in the manufacturing of their garments. Whenever dyed alpaca textiles

are used, the Fashion House of Beatriz Canedo Patiño demands that the dyes used by the textile suppliers are in strict conformity with international regulations, ensuring an ethical and sustainable process.

International Recognition

During her career, Canedo Patiño received many international awards for her humanitarian efforts, entrepreneurial accomplishments and for being a pioneer in creating an industry in Bolivia, which contributed to the socio-economic development of her country. Among these distinctions are the “Golden Thimble Award” for excellence in design and tailoring and the “Gold Plate Award” for manufacturing the best export product of Bolivia. She was also named “Executive of the Year” by Price Waterhouse & Cooper Bolivia and honored with the “Excellence in Latin America Award,” among many others.

Canedo Patiño was invited by the United Nations (UNCTAD) and Green2greener to participate in the prestigious event Eco Chic-Couture 2010, at the Palais des Nations, Geneva. Following the event, Canedo Patiño’s Gala Gown was selected to be presented in Basel and Asia.

She also participated in the Hispanic Designers’ Gala under the Chairmanship of Former First Lady of the United States, Hillary Clinton, as well as other prestigious participants such as Carolina Herrera, Paloma Picasso, Oscar de la Renta, Adolfo Dominguez, Agatha Ruiz de la Prada and Narciso Rodríguez. Canedo Patiño was also invited by the Mattel Corporation to design the first “Alpaca Barbie” for the Latin American Fashion Barbie Collection.

Left: “Odette” Ensemble from BCP Mujer® in BCP Winter White® in baby alpaca. Top with roll collar and bell cuffs, straight pants with front pleat. Photo by Andres Herbas.

Middle: BCP Mujer®: “Victoria” semi-fitted straight coat in BCP Camel® in baby alpaca. Photo by Andres Herbas.

Right: Elegant blue “Audrey” halter dress presented at the Tribute to the “Queen of Alpaca” that took place in Cochabamba, Bolivia in May 2017 during Bolivia Fashion Week. From the BCP Mujer® collection, it is made of baby alpaca and features a roll bias collar and external darts. Photo by Andres Herbas.







Beatriz Canedo Patiño modeling the Hollywood AIDS Gown in La Paz 2005. It was also worn by more than 360 women celebrities, whose autographs were then embroidered on the gown in platinum and crystal beads. Names include Elizabeth Taylor, Sophia Loren, Sharon Stone, Mother Teresa, Yoko Ono, Barbara Streisand, Liza Minelli, Marlene Dietrich, Senator Barbara Boxer, Katharine Hepburn and of course, Canedo Patiño. The gown was later auctioned off in New York to raise money for AIDS awareness and treatment. Photo by Luis Fernandez.

Canedo Patiño was the first Bolivian designer to present at the World Paris Fashion Week in 2014 by way of a special invitation. She was among other recognized designers in attendance, such as Jimmy Choo. This would be her last international presentation, "Autumn in Paris," which marked a special moment for her, since this was where she studied design and formally began her career as a designer.

In addition to maintaining a reputation as an impeccable designer, Beatriz Canedo Patiño was also dedicated to charitable organizations. The company makes it a point to employ people with special needs

and most of the proceeds of more than 50 fashion shows are destined to aid charity institutions.

In 2005, Canedo Patiño was the first Hispanic designer to be featured and to model the "The Hollywood Graffiti AIDS Gown," the historical symbol of the fight against the HIV-AIDS virus worldwide.

Previously, famous actresses, public figures and other luminaries also wore it. Canedo Patiño was proud to represent Bolivia as Ambassador Ad Honorem in the fight against HIV-AIDS.

She was also outspoken in advocating for Bolivian youth against the fight of trafficking of children.

High Profile Clientele from Across the Globe

1. His Holiness, Pope Francis
2. His Holiness, Pope John Paul II
3. King Juan Carlos de Bourbon – Spain
4. Queen Sofia of Spain
5. King Julio Pinedo Afro-Boliviano
6. Queen Beatriz of the Netherlands
7. Queen Silvia of Sweden
8. Queen Margaret of Denmark
9. Prince Felipe of Spain
10. Princess Sayako of Japan
11. Camilla Parker - Bowles - Duchess of Cornwall
12. Mr. and Mrs. George Bush - Former President of the United States of America
13. Mr. and Mrs. Bill Clinton - Former President of the United States of America
14. Mr. and Mrs. Jimmy Carter - Former President of the United States of America
15. Condoleezza Rice - Former Secretary of State, USA
16. Mr. Colin Powell - Former Secretary of State, USA
17. Madeleine K. Albright - Former Secretary of State, USA
18. Dr. Henry Kissinger
19. Mr. Otto Reich - Ambassador Plenipotentiary of USA for Latin America
20. Mr. and Mrs. Jacques Chirac - Former President of France
21. Claude Chirac
22. Mr. Régis Debray
23. Tasha de Vasconcelos - Top Parisian Model and Actress
24. Mr. and Mrs. Jose Maria Aznar - Former Prime Minister of Spain
25. Dr. and Mrs. Baltazar Garzón
26. Verona Feldbusch - German Actress
27. Liza Minelli
28. Mrs. Melinda Gates - wife of Mr. Bill Gates
29. Princess Soraya of Malaysia
30. Princess of Brunei
31. Mr. Joseph Blatter - FIFA President
32. Mr. Evo Morales - Current President of the Republic of Bolivia
33. Mr. and Mrs. Gonzalo Sánchez de Lozada - Former President of Bolivia
34. Mr. and Mrs. Carlos Meza - Former President of Bolivia
35. Mr. and Mrs. Jorge Quiroga - resident of Bolivia
36. Mr. Jaime Paz Zamora - Former President of Bolivia
37. Mr. Néstor Kirchner and Mrs. Cristina Kirchner, Former Presidents of Argentina
38. Mr. Carlos Menem - Former President of Argentina
39. Mr. and Mrs. Ricardo Lagos - Former President of Chile
40. Mr. and Mrs. Eduardo Frei - Former President of Chile
41. Michelle Bachelet, Former President of Chile
42. Mr. and Mrs. Alejandro Toledo - Former President of Peru
43. Mr. Alberto Fujimori - Former President of Peru
44. Sr. Luiz Inácio Lula da Silva - Former President of Brazil
45. Mr. and Mrs. Rafael Caldera - Former President of Brazil
46. Mr. and Mrs. Juan Carlos Wasmosy - Former President of Paraguay
47. Sr. Fabián Alarcón Rivera - Former President of Ecuador
48. Mr. and Mrs. Alvaro Uribe - Former President of Colombia
49. Mr. and Mrs. Andres Pastrana - Former President of Colombia
50. Dr. Angela Merkel - Current German Chancellor
51. Mr. Nelson Mandela - Former President of South Africa
52. Michiko Shoda - Empress of Japan

Courtesy Fashion House of Beatriz Canedo Patiño.

A New Beginning

Canedo Patiño's legacy is continuing in that same strong tradition, with her niece Deanna Canedo Kerna now taking the helm of the Beatriz Canedo Patiño brand.

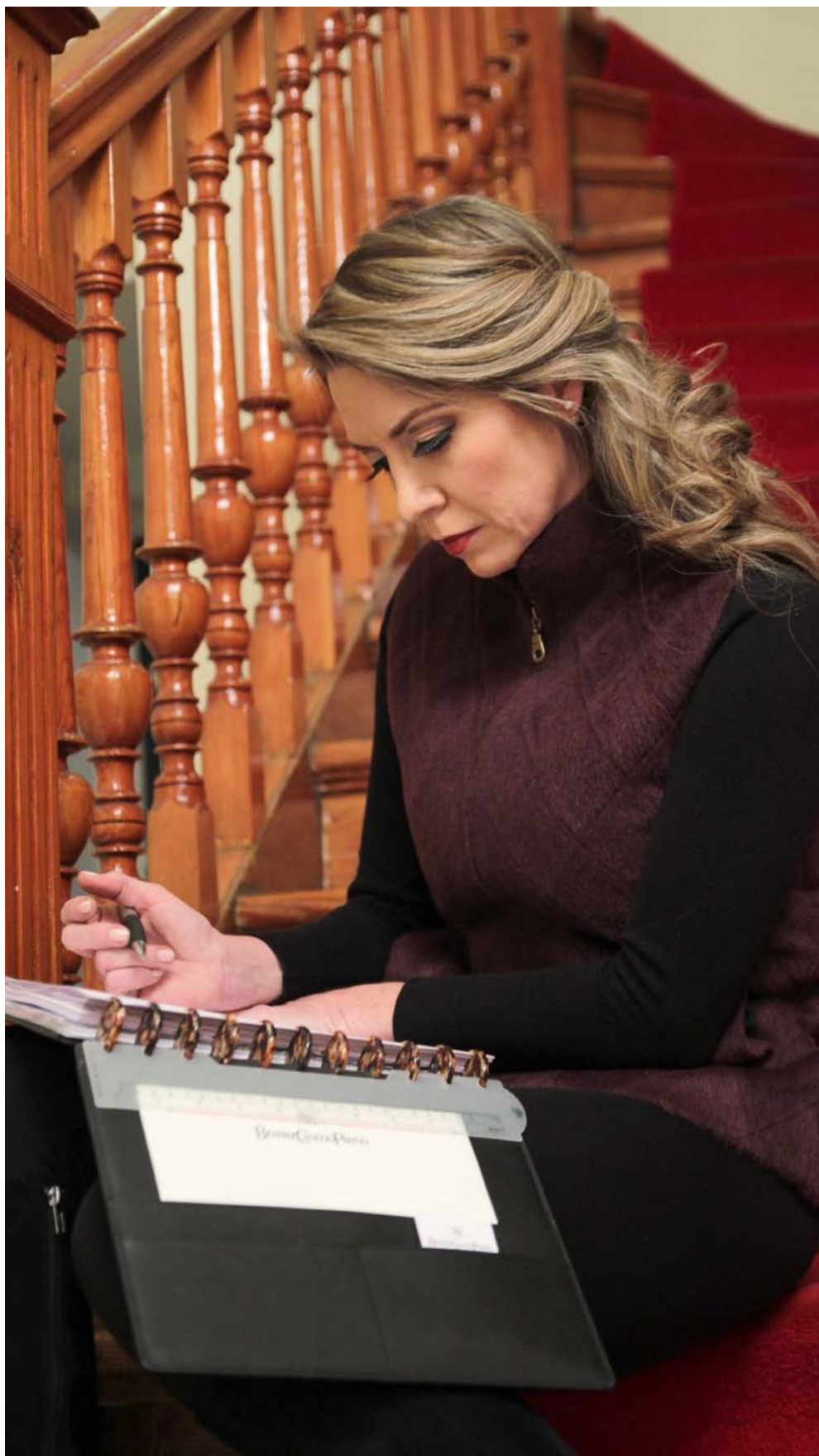
An international business woman and multicultural marketer with over 15 years of experience in the retail, luxury and fintech sectors, Deanna Canedo Kerna succeeds her aunt and mentor in continuing the business and legacy. Canedo Kerna formally assumed her role as CEO and Creative Director of the Fashion House of Beatriz Canedo Patiño in 2014, after formally completing a succession plan with Canedo Patiño.

Deanna shares Beatriz's passion and vision for the business. Also born in La Paz, native Bolivian Deanna Canedo Kerna is fulfilling a lifetime mission. Having always collaborated with the Fashion House of Beatriz Canedo Patiño throughout her career, Canedo Kerna developed the internationalization plan for the business during her MBA at Madrid's Instituto de Empresa.

Canedo Kerna proudly continues to position the noble textiles of alpaca, llama and vicuña in the international fashion arena as a symbol of the quality of Bolivian craftsmanship and true luxury.

Deanna Canedo Kerna received a special award for Beatriz's contribution to the Bolivian fashion industry in her aunt's honor at a recent

Continuing Beatriz Canedo Patiño's legacy is a huge responsibility, but Deanna Canedo Kerna is up to the task. With extensive business experience, she is a pioneer in her own right as the first and youngest Hispanic woman to serve as Director of Marketing at Walmart and also as Vice President of MasterCard Latin America. In addition, she implemented innovative and transformational strategies for Fortune 500 companies. Photo courtesy Fashion House of Beatriz Canedo Patiño.



gala event where both Beatriz and her remarkable brand were given special recognition for the quality of the brand's collections.

A Tribute to Beatriz Canedo Patiño

On May 19, in the baroque setting of the “Portales Palace” of the Simon I. Patiño Foundation in Cochabamba Bolivia, a special tribute to Beatriz Canedo Patiño was held.

Designed to honor Canedo Patiño as Bolivia's greatest fashion designer and entrepreneur, an exclusive haute couture collection was introduced, featuring iconic pieces representing more than thirty years of Canedo Patiño's work.

The private event included government officials, diplomats and local personalities as well as Canedo Patiño's family. It underscored the designer's legacy and contribution in positioning Bolivia

as a touch point for luxurious alpaca fabric haute couture.

The presentation pointed out that Canedo Patiño founded her company to be a benchmark both nationally and internationally in managing an ecological, sustainable and ethical business practice with the highest quality of Bolivian tailoring.

The Tribute Collection Itself

Curated to showcase thirty years of Beatriz's iconic designs, the collection includes capes, ruanas, coats and suits, both day and evening wear from the haute couture lines of: BCP Mujer® (Women); BCP Hombre® (Men); BCP Accesorios® (Accessories); and BCP Novias® (Bridal).

The color palette was selected meticulously to represent the iconic colors of collections inspired



“My first job was with Beatriz when I was 14. This is where I knew that I shared her vision and passion for the business. It was impossible not to feel inspired by her – two minutes with her and you felt empowered to make an impact.”

~ Deanna Canedo Kerna, Beatriz Canedo Patiño's successor

As Beatriz Canedo Patiño's niece and successor, Deanna Canedo continues the refined and elegant trajectory of the brand. Here, she models the “Victoria” Draped Cape in BCP Pine Green® from the BCP Mujer® line. Photo by Pierre Dulanto at the Johnson Mansion in La Paz. This residence is a City of La Paz Heritage Home due to its grand architecture.




Beatriz communing with the animals whose fiber formed the nexus of her passion and successful international brand. After her visit, this white cria was named "Beatriz" in her honor. Photo courtesy Fashion House of Beatriz Canedo Patiño.

by Canedo Patiño's native Bolivia: plum, mustard, pine green, cinnamon rose, bougainvillea, chocolate brown, vicuña, titan red, onyx black, and winter white.

The collection showcased Canedo Patiño's creative, timeless style and her talent for combining fabrics with finesse. The show highlighted the perfect balance of her exquisite designs; professional tailoring combined with

rich fabrics to produce collections unlike any others in the global fashion industry.

With Canedo Patiño's recent passing, the fashion world lost a bright light and a guiding force. It is encouraging to see her niece has taken up the torch of her creativity and hard work and is boldly taking her legacy into a new era of international fashion. 

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