



ALPACA CULTURE

September 2018

Gray Alpacas

Uniformity, Pigment and True Gray Fiber

Fall Fashion Showcase

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Textures, colors, shapes and draping, oh my!

Alpaca Culture is pleased to showcase a wide variety of successful international brands featuring alpaca in clothing and accessories for Fall 2018.

The pages that follow introduce a current collection of several leading brands utilizing one of the most remarkable natural fibers on earth. Whether 100% alpaca, blended with other natural fibers or synthetic fibers, these pieces offer a fresh take on alpaca this season. They also inform its future and the styles new designers are creating.

Whatever your style, something from this diverse range of designers is bound to inspire you.

We hope to make the Fall Fashion Showcase a tradition you look forward to year after year.

COURTESY CLASSIC ALPACA



Classic Alpaca

What are your most important styles for this Fall?

For Fall/Winter 2018, Classic Alpaca is pleased to present two main trends, the Rustic and Nordic styles. Accessories play an important role in our collection and we've introduced dozens of new styles in each trend category.

What makes them special?

The Rustic collection is inspired by earthy colors to create a group of garments inspired by Mother Nature. The widely varying palette of natural alpaca fiber enhances these styles in white, gray, brown, beige and black.

The Nordic collection was created with a nod toward traditional Scandinavian style intarsia knits. Modern colors with intricately stitched accent details define this collection. Some styles use traditional motifs in combination with contemporary garment silhouettes.

We've added our own hand-knit details to give these new styles an extra layer of appeal. And some styles even include tiny alpacas in the design, paying homage to the alpaca fiber the garments are created with.





PHOTOS COURTESY CLASSIC ALPACA



Alpaca to Apparel

**What new styles are you introducing for Fall 2018?
Does color play a role?**

Our Fall 2018 collection offers the classic colors of alpaca in black, beige, grey, and white; but also features a new collection of colorful, reversible capes to ensure that the vibrant colors of fall become part of your everyday life. The Fall collection was designed with black as the base color making the garments dressy. However, if you want a little more color in your wardrobe, you can turn the garment around and the black takes the back seat to the color. As with any of our Alpaca to Apparel styles, we wanted to highlight the quality and individual design work. In the colorful side of this collection, the garments are hand embroidered or have a hand crocheted finish. The colors used in the garments reflect the personalities of the people for which they are named — most of them family members.





PHOTOS COURTESY ALPACA TO APPAREL

Alpaca Collections

For Fall, do you sell more alpaca blends or 100% alpaca garments?

In terms of unit volume, we sell more 100% baby alpaca items (scarves and sweaters). Our coats are blends (up to 67% baby alpaca, but that's necessitated by the construction). Basically we see a strong preference for 100% baby alpaca over blends with wool.

In summer, we sell more lightweight blends; mostly silk and shawls made from baby alpaca blends. In sweaters, we have some really lightweight 100% baby alpaca sweaters that sell well and blended sweaters like silk and baby alpaca or baby alpaca and Pima cotton.

What is your most popular item?

Unisex size 100% baby alpaca scarves in a variety of solid colors or patterns. The best sellers are the classic colors like navy, camel, beige, burgundy red and grey. For patterns, classics like houndstooth, checkered, glen plaid are popular. For women, some of the more ethnic, colorful patterns also do well.

What notable new styles did you introduce this fall?

Our new reversible Soraya and Satis coats have been really popular. We also have a Suri alpaca coat, Safira, that is very elegant. Printed silk and alpaca shawls with really nice patterns are also very much in demand now.





PHOTOS COURTESY ALPACA COLLECTIONS

Carcel

Why is sustainable fashion the future?

It's simple: If we do not make the fashion industry sustainable, we have no future. Fashion is the second most polluting industry in the world and we need to completely change the way we produce and the way we sell, but without compromising on quality and excellent designs.

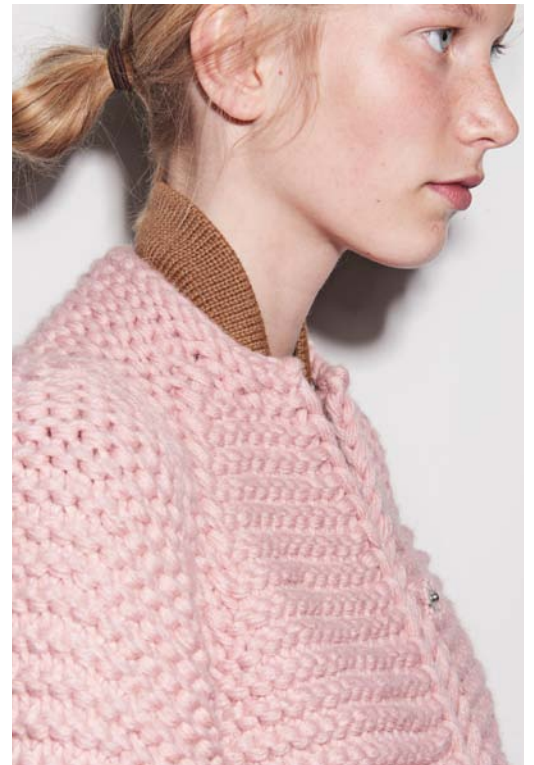
A big part of the problem is the seasons in the industry and the pressure retailers face in constantly having new goods as well as competing with sales. This creates a lot of inefficiency and waste in the supply chain where some clothes only hang in the shop for four weeks time until they are discarded and deemed 'out of season.' This stress and waste makes the industry pressure the prices in the production both on materials and wages.

We have set up our own production in a women's prison which means that we can make limited batches of our products, when they sell out we make more. We pay fair prices, don't do seasons and we never do sales because our products do not lose value. We can do this because we control our own production chain and we believe this is a big part of redesigning the industry.

What informs your design vision, particularly the sleek silhouettes and saturated colors?

"We aim to make our designs look slightly street, but with a certain elegance. Since we are working with such fine materials like the baby alpaca wool, we want to embrace the full potential by focusing on texture, quality and the silhouettes of the designs. And of course the colours, which look extremely polished on the material. We are very blessed to have these colours and amazing materials to work with."





PHOTOS COURTESY CARCEL

Whispirit

Who is your clientele?

Generally, our clientele are women who like one-of-a-kind, unique garments and accessories with a good story. These women like to stand out and would rather have one or two special garments and accessories than a closet filled with mass produced, trending bling. They care that their garment is handmade in New Mexico by local artisans using U.S. resources and that we know each sewist's name and have a personal relationship with them. They like knowing the garment and fabric has a small carbon footprint and a large ethical imprint.

Of course, they love the touch and feel of the wonderful alpaca fleece and are amazed by how much lighter it is than a comparable garment of wool. Although currently fewer, Whispirit's male clients, like the women, set their own trends and prefer to "take the road less traveled."

What do they like best about your styles?

Our clients like the simplicity of the styles and our slow fashion and that our designs showcase the amazing alpaca fabric. Our clients like that the styles are flattering to a variety of "real" people shapes and can be easily customized. Our plus sizes are very much appreciated by that segment of an under-served market. And everyone appreciates that the designs can be worn with jeans for a casual look or dressed up with elegant jewelry for an evening out!





PHOTOS COURTESY WHISPIRIT



Beatriz Canedo Patiño

What items do your clientele seek most for fall?

Our capes, shawls and over-sized scarves from our Beatriz Canedo Patiño (BCP) Accesorios line have been in highest demand this fall both locally (Bolivia) and internationally (European exports). Each of them with clean silhouettes – from oval, straight, triangular or rectangular. We have seen an appetite for color and a definite departure from the traditional autumn hues – where bright colors like Bouganvillea, Mint Green, and Bordeaux, in addition to classic tones like Winter White, Stone Grey, Vicuña and Onyx Black are preferred. Our House's signature personalization of each handmade piece makes a classic piece like a shawl or cape unique with silk macramé trims, alpaca wool tulmas or embroidery.

Can you tell me a bit about the philosophy behind them?

Exclusivity, luxury and sophistication are the credos of the BCP brand. Inspired by Bolivian craftsmanship and diversity, each piece is hand-made to provide the highest quality and perfection.

These signature pieces from our BCP Accesorios line are intended to compliment the personal style and beauty of each of our clients. Their simple, flawless and elegant designs make them staple luxury accessories, which are ideal for layering. The light-weight nature of the fabric and design also make them ideal alternatives to heavy wovens with practical sophistication. The natural and brilliant draping of the alpaca fabric and impeccable finish of each piece makes each majestic-whether worn during the day for a casual look or evening for an eye-turning piece! 





PHOTOS COURTESY LUIS FERNÁNDEZ