

## executive summary

Impacto Textile, a sectoral program within Impacto, is known for its labor towards the empowerment and dignification of indigenous craftswomen. It promotes the appreciation of textile handicrafts, as well as the strengthening and positioning of the ethical textile craft sector. We want to improve the standard of living of women artisans of Los Altos de Chiapas, assisting them so that their craftsmanship can be a means of development and personal growth for them and their families. In order to promote the sector of the textile crafts in Mexico, we engage in parallel activities, such as:

### VIERNES TRADICIONAL

An initiative of Impacto Textile and the Ministry of Heritage and Urban Image of San Cristóbal de Las Casas, Chiapas for the promotion of the use of Mexican handcrafted garments on Fridays every week. Inspired by Casual Friday, the American trend that began in the 90's, in which the use of informal dress in the corporate work environment is commonplace one day a week, #viernes tradicional invites users of social networks from across the country to become familiar with and wear Mexican handcrafted garments or accessories, and every Friday share a self-portrait or "selfie" using the above tag via Facebook, Twitter, or Instagram.

The objective is to promote the use of clothing and / or accessories of Mexican artisanal origin and design, as well as to circulate information and create an awareness amongst the consumers and the craftswomen about ethical value chains and ethical markets. The initiative began in February of 2014, and since then the movement has grown, reaching almost 10, 000 followers on social networks, crossing borders and interweaving people from around Mexico and



@viernes tradicional

FB\_ viernes tradicional

@Vie\_ Tradicional



## 2015 RESULTS

By 2015 the initiative began to publish content on artisanal techniques, the communities of craftspeople, and people that use traditional textiles in their daily lives, so that today an average of 200 photos are published every month on social networks.

A group of experts on the subject joined the initiative, and collaborate by giving their opinions on the initiative and, in some cases, creating content on traditional textiles in Mexico.

Institutions that promote culture and artisanal development, such as the National Council for Culture and the Arts (CONACULTA) and the National Fund for the Promotion of Handicrafts (FONART), showed interest in signing an agreement to join the initiative. Casa Chiapas (Agency of the Government of Chiapas, responsible for the promotion of handicrafts at the State level) joined the initiative, uploading photos of its workforce every Friday.

