

Fashion and handicrafts in the contemporary market

Victor Jasso for
YLAJ Giveback project



We will introduce ourselves in the process of design, trends, production and sales of handcrafted or handmade products, as well as their economic, social and cultural implications for the involved actors. We will understand the dynamics of fashion and the crafts on the contemporary market applying it to the concrete cases of the participants.

Topics:

- Understanding the cultural meaning of crafts.
- Forms of production.
- Collaboration with master artisans.
- Trends.
- Handcrafted work and its challenges in the contemporary market.
- Case analysis.