

**CATARINA MINA**  
**MFW2021-22**

*Taking a peek at the Ceará craftsmanship and the bobbin lace production*

In order to generate a social impact on the region, the wind energy company Qair Brasil and the fashion brand Catarina Mina have partnered to develop a project that involves the lace makers of Trairi, on the west coast of Ceará. In this place, where the inland regions are flanked by splendid coasts, one of the most precious knowledge of our brand is closely guarded and preserved: the production of bobbin lace. Using this technique, our teams of more than 100 lace makers have worked for months in order to create a wonderful collection, with the support of the Qair company from the Ceará region.

Bobbin lace (also called Ceará lace), like many other artisan skills in Brazil, is now an art in extinction. This technique has always been handed down from generation to generation through direct teaching: the girls watched their mothers work and they tried to copy them. Many have learned the technique in this way. Absorbing this practical knowledge through observation takes a long time and in order for these women to keep learning, having the chance to sustain themselves through craftsmanship, incentives are needed. It is a very sophisticated work, the tools of which come from nature itself, sometimes not farther than the backyard: needles and marks are made from thorns. Each needle is finished with a seed. The bobbin lace requires considerable manual skill and the lace makers who work daily seem to perform thousands of games with their hands, creating the canvas of lace as if it were a dance.

Lace makers often weave unique pieces. However, before this project, days of incessant work did not create the minimum income because trying to bring this kind of product on the market was really difficult: the fact that the selling prices are low, together with an excess of intermediaries and an abundance of similar products – even of lower quality – make it difficult to sell them in order to make a profit capable of supporting the artisans involved in the production.

Our goal is to propose Catarina Mina's idea during workshops, in order to teach and pass on this splendid art, and learn and create together with the groups, so that craftsmanship is strengthened and the technique is preserved.

**The LITORÂNEA Collection**

The beach has always been a refuge, a place for recreation, but also a place for work and a source of income for many people in Trairi, the city that holds the suggestive beaches of Fleixeiras, Mundaú and Guajiru. Taking inspiration from these waves and this energy, we present the result of our new "Litorânea" collection, which is like a notebook of beach memories, a collection that seems to suggest that bobbin lace is not just Ceará lace but it is the lace woven by the waves breaking on the seashore. And if it is true that bobbin lace is a tradition, it is equally true that it is above all the future. Our knowledge tells our story and it is necessary that we do not forget this baggage going forward. Always weaving, passing the art on to young people, as our mothers once taught us once. *Even if you go far, don't lose the smell of the sea, don't lose the memory of the ocean noise, even if you go far.*

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