

The Thinking Watermill Society | September 2021

# Interview with Ms Eve Valverde

(Fashion Designer at Eve Valverde – Atelier & Fashion)



Author: Maria Angela Maina, Chief Research Coordinator-Africa  
at The Thinking Watermill Society.



# Introduction

**Eve Valverde** is a fashion designer with her own brand and atelier that aims to enhance a woman's inner beauty and elegance.

Eve Valverde established her brand to actualize her passion for high quality slow fashion and the artisanal process.

In this interview, The Thinking Watermill Society learns more about the sustainable and ethical aspects of fashion from a Latin American perspective.



1. You are a well-seasoned fashion designer with your own atelier and brand. What encouraged you to take your career further in the fashion industry?

I want to change history. Design by design, piece by piece.

I want to contribute to a narrative that places my little country, Costa Rica, on the fashion map as the epicenter in Latin America.

You may have heard about Costa Rica, but among those stories, you probably have not heard of the artistic and cultural wealth that we can bring to the world through fashion. That is the chapter I want to help write.

To me, fashion design represents living a childhood dream. It is something I have always longed for.

It is the passion for what I do that drives me towards constantly evolving, seeking to learn, grow, and hopefully collaborate with the development of the fashion industry in Costa Rica. I think that passion is a value, along with perseverance, that everyone who wants to transcend in any field must possess.



2. Your fashion pieces are evidently elegant, chic and timeless.

Where do you draw your inspiration from?

My source of inspiration is women, especially those of mature age, who project self-confidence; that woman with panache and elegance.

She reminds me of the film "Divas" of yesteryear — women with a firm gaze that hypnotizes, that the mere presence of them in the room changes the atmosphere and that they are ready to conquer the world or, simply, to have it at their feet. The list of names could be endless, which is why I refrain from mentioning any name.





3. Your participation in the 2021 Costa Rica Fashion Week (CRFW) is noteworthy as it contributes largely to the unique legacy that the event has left behind for Latin America.

What fashion collection did you showcase during the CRFW and how does it contribute to the unique Latin fashion identity?

My collection this year is called "Secuoya". It is inspired by the SEQUOYAH trees which are considered immortal.

This characteristic is very striking from the point of view that in each piece of design, that essence of transcending is impregnated.

While it is true, Latin fashion has very unique features that identify it, I think that each country and even each designer has its interpretation of those characteristics and tries to capture them in their nuances.

I try to re-interpret classic fashion concepts that can be adopted by modern women, always trying to highlight very distinctive elements of Latinas.



4. What fashion designer or brand particularly stood out to you during the Costa Rica Fashion Week? And why?

I do not have a designer who I would like to highlight, rather I would like to focus on what was experienced as a whole.

That is, there were spectacular designs, and innovative and impressive proposals, however, I find more beauty and value when seeing them rather than highlighting them individually.

I see CRFW 2021 as a proposal for Costa Rican design to the world, and it must be seen as a comprehensive, and an inclusive proposal that represents the different nuances that we can offer to the fashion industry.





5. In 2017, Vogue Magazine predicted the rise of sustainable fashion in Latin America.

Have you noticed this growth? And in what ways?

It is said that moving an elephant needs to be done step by step. This is how the growth of sustainable fashion has been, step by step, and in my opinion, perhaps not at the pace that we should.

The fashion industry in Latin America has made progress in adopting sustainable practices in its material selection, manufacturing, and logistics processes.

However, I think two things are needed:

- More support from different governments, mainly in the reduction of importing taxes, and in the simplification of import processes that could promote the use of materials that are more environmentally friendly.
- The commitment of fashion brands in a faster and more effective implementation of sustainable and environmentally friendly processes.





6. With that, I greatly admire your 2021 Sequoia Collection pieces that convey a message on women and resilience. How else does your brand empower women (either clients or workers)?

I firmly believe in helping people who want to flourish, by sharing my experience and providing advice that can motivate and guide them in better decision-making.

I believe in listening to people, especially women. From there invaluable learning follows, and the exchange of ideas strengthens us as a group, unites us, and puts us in an advantageous position.

Finally, I am passionate about sharing knowledge about design and sewing. I try to teach everything I can to the people who have been by my side at different times in this process of growth for Eve Valverde.

Sharing knowledge brings us closer to the true democratization of fashion.

7. I find it notable that you are keen on educating your audience through your website on different materials such as silk.

Are your fashion pieces made from sustainable materials? If so, which materials are these?

The materials I use are diverse, but I am always in constant search of the use of sustainable materials and practices.

I love working with linens, different kinds of cotton, and I love working with silk. A characteristic hallmark of Eve Valverde is to integrate hand-painted designs in pieces, and for this, I always seek to use natural pigments.

Now, another thing that I try, is to take advantage of each piece of fabric that I have at my disposal, within my creations, as well as donating the leftovers to other entrepreneurial women who can use it in their processes.



8. Your pieces are carefully curated and long-lasting which indicates they are more durable than fast fashion products.

May you tell us your thoughts on the importance of maintaining ethical values to avoid falling prey to competition with fast fashion?

This is perhaps one of the guiding principles of my brand. I am 100% convinced that there must be traceability of the production process of my pieces, respecting the rights of the people who participate in the different moments of production, and selecting suppliers that coincide with that way of thinking.

I believe in slow fashion. It may sound romantic, but I am passionate about the artisan process, which takes time, which dwells on the details, which seeks not only harmony and beauty but durability and quality.

There is a certain charm in slow fashion that fast fashion cannot imitate.



## 9. To follow up, what valuable lessons have you learnt from running your own atelier?

There are several, but I want to state two:

- **Perseverance:** The road to being traveled in fashion is winding, steep, and difficult to travel. Not infrequently there are thoughts of defeat, of sadness, but this should not stop our progress. I have learned that perseverance pays off, builds our character, and prepares us to walk at higher levels of excellence.
- **Listen to your teachers:** Although it is important to look for a good teacher to guide us and teach us new techniques, I must recall that different areas are involved in fashion design in addition to the artistic, such as the financial, administrative, logistics, etc. We must be attentive, studious, and reflective about the lessons of people around us who have more experience in each of these areas, and, if possible, take lessons that make us complete professionals in our respective areas.



10. What do you look forward to the most in the Latin American fashion industry today?

I hope that the growth in quantity and quality that has been taking place will continue over time and that this trend will accelerate shortly.

I also hope that the fashion industry will serve as a tool for economic growth for our countries, but especially for families in Latin America that have been hit by the crisis generated by the COVID pandemic.

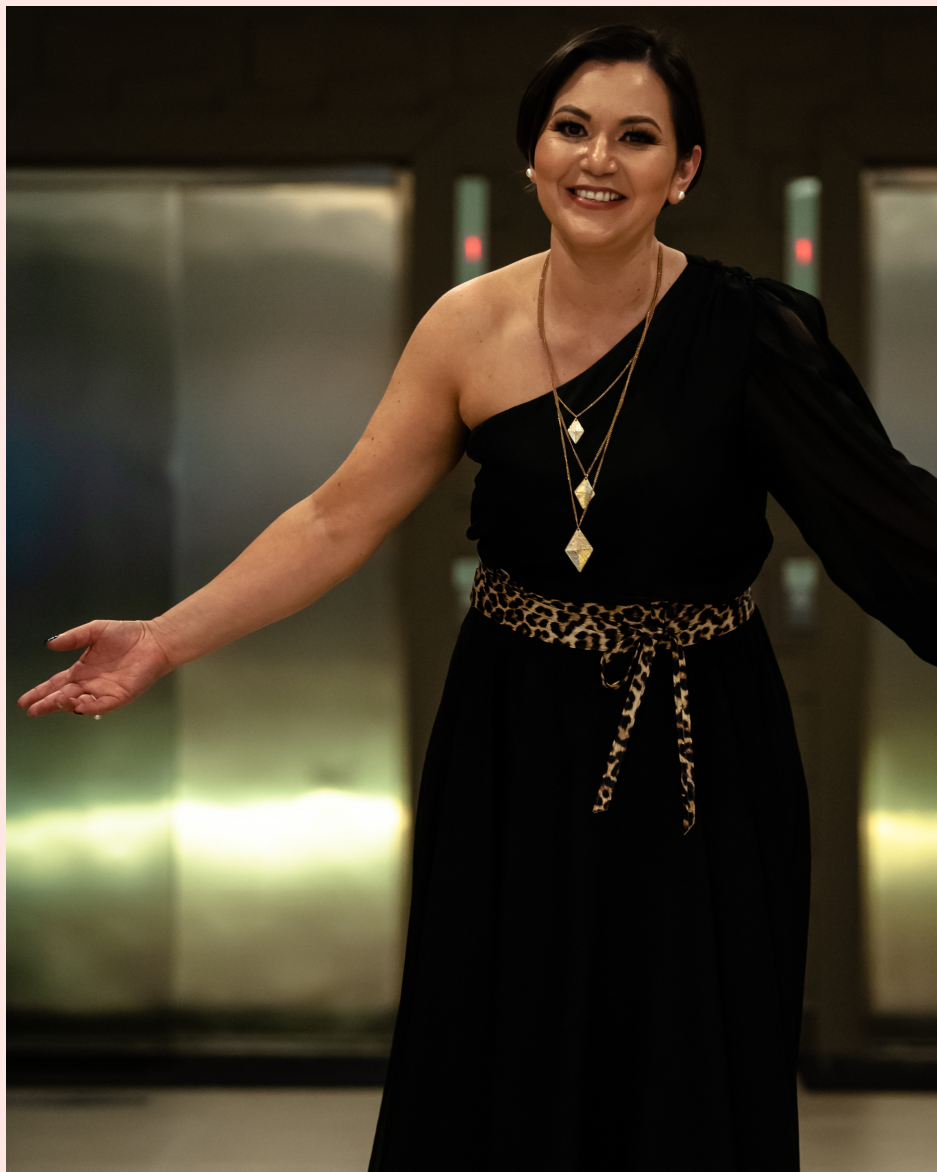




Thank you for your cooperation on behalf of The Thinking Watermill Society. All the best in your current and future endeavours, Ms Eve Valverde.

# Learn More about Eve Valverde

[VISIT EVE VALVERDE](#)







# About The Thinking Watermill Society

The Thinking Watermill Society is a non-profit organization. In particular, it promotes the debate and exchange of ideas among its members regarding the changes underway in the economic, cultural and social landscape, together with the analysis of the consequences that said changes entail, so as to identify the possible opportunities of economic, cultural and social growth related to said changes.

Our headquarters are in Rome, Italy.



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