

The Thinking Watermill Society | February 2022

Interview with Ms Karina Díaz Vargas

(Chief Executive Officer at Costa Rica Fashion Week)



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Introduction

Karina Diaz is the Chief Executive Officer at Costa Rica Fashion Week (CRFW) that actively promotes ethical and sustainable fashion among South American designers.

In this interview, The Thinking Watermill Society learns more about the CRFW activities, opinions on currents trends and its future objectives for Latin American designers.



1. How does the Costa Rica Fashion Week (CRFW) contribute to the sustainable nature of the Costa Rica area?

We as a platform are promoters of sustainable fashion and upcycling. One of our objectives for 2022 is starting to teach the fashion industry better ways towards sustainability. Knowing that Costa Rica is a very attractive country for tourists, we want to attach sustainable fashion to tourism.



2. What are your thoughts on the use of technology in fashion shows today?

I think that it is important to say that our last edition was a hybrid version — Meaning, that we had some audience in the venue and others attending online at the same time. Virtuality has been our best ally during these times, but I am aware that it is very important to live the live experience. This way we can appreciate the designs, feel the textures, and most importantly, feel the magic that a fashion week generates.

3. On that note, do you think the growth of digital fashion will hinder the special connection between a fashion designer and their customers?

Personally, I feel that human contact is necessary for creating a great bond between the designer and the client.

I understand the situation that we are going through right now, so I know that virtuality will be our only chance for a while.

4. The use of lycra is seen in the 2021 CRFW pieces, which is a sustainable material that originates from corn. Which other sustainable materials and methods do you think designers should use?

Lycra is great example. We are promoting our designers to use more organic fabrics. There are a lot of options that have the exact characteristics that a designer might need for their specific designs.

Or as I said before, upcycling is a great option too. Using old fabric to create brand new pieces is a big relief for the environment.

5. Will the CRFW expand to support other South America fashion brands?

Yes. In the past years, we have received help from South American brands in Colombia and Perú. We would really like to expand our helping hand throughout the continent and get to help each other even more.

6. What impediments does the CRFW face while conducting its operations?

The only impediments that we have received to date have been because of COVID-19. These impediments have affected us a lot in the way that we plan our event and have made us use more money than what we had initially planned.



7. You now collaborate with The Thinking Watermill Society in a new column called, “*Latin American Sustainability and Ethnic Fashion*.” What do you hope to achieve by participating in this column?

I would like to become an ambassador of sustainable fashion in Latin America and to educate the population about the great benefits of these practices.



**VISIT SOSTENIBILIDAD Y MODA ETNICA
LATINOAMERICANA**

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

Learn More about Costa Rica Fashion Week

VISIT COSTA RICA FASHION WEEK



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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