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HANDMADE  
SUSTAINABLE  
FAIR TRADE

MIA STANDS FOR  
MOTHERS IN ACTION  
WHERE WE BLEND  
ANCESTRAL CRAFTSMANSHIP  
WITH MODERN ELEGANCE.

EACH PIECE OF OUR  
HAND-KNITTED COLLECTION  
IS MADE IN PURE ALPACA  
WOOL AND BLENDS BY OUR  
SKILLFULL ARTISANS  
THROUGHOUT THE  
PERUVIAN ANDES  
EMPLOYING SUSTAINABLE  
FAIR-TRADE PRACTICES.

  
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MOTHERS IN ACTION

# ABOUT US

## AMERICA DURAND

I AM PERUVIAN MOTHER AND SINCE YOUNGER, I FELT THE MISSION TO GET INVOLVED AND HELP ANDEAN COMMUNITIES, SPECIALLY WIDOWS OR SINGLE MOTHERS. WITH AN SOCIAL ASSISTANT DEGREE AND AN EXPERT KNITTER, I AM PROUD TO SEE HOW THE SKILLFUL HANDS OF OUR MOTHERS I LEAD, ARE CHANGING THEIR LIVES FOR BETTER THROUGH MY COMPANY.

## HANS VALDEZ

IM PERUVIAN AND TRAVEL ALL OVER MY COUNTRY AND MANY OTHERS AROUND THE WORLD. WITH AN ECOTOURISM DEGREE BESIDES MANAGEMENTS IN FASHION, I DISCOVERED THE WONDERS OF MY TEXTILE HERITAGE WICH I COMBINE WITH INSPIRATIONS I CONTINUALLY GET WORLDWIDE. NOWADAYS I CAN CREATE OUR EXQUISITE DESIGNS WITH OUR MIA TEAM AND GO TO WORLDWIDE TRADE SHOWS. I LEAD THE COMPANY.

## JENIFER VALDEZ

I AM A PERUVIAN MOTHER OF 2 KIDS WITH A DEGREE IN TOURISM AND WIDE KNOWLEDGE OF MANAGEMENT, I HAVE BEEN SUPERVISING FAIR TRADE COMPANIES IN USA. NOWADAYS I AM THE MANAGER FOR THE WHOLE PRODUCTION PROCESS AND I SUPERVISE FIRMLY OUR FAIR-TRADE STATEMENTS, KEEPING A CLOSE RELATIONSHIP WITH OUR MOTHERS, SUPPLIERS, PROVIDERS TO MAINTAIN OUR CERTIFICATES AND THE WHOLE SYSTEM UNDER HARMONY.



# OUR TEAM

MAJORITY OF MEMBERS ARE WOMEN WHO ARE NEIGHBORS OF THEIR DIFFERENT COMMUNITIES, KNITTING FROM THEIR SAFE HOMES WHILE LOOKING AFTER THEIR KIDS OR AT THEIR FREE TIME



OUR MIA KNITTERS ARE REPRESENTED BY WOMEN LEADERS CHOSEN BY THEMSELVES. THESE LEADERS ARE IN CHARGED OF COORDINATING WITH OUR HEAD OFFICES IN THE HIGHLANDS AND LIMA HUB OFFICE.



OUR KNITTERS ARE VERY SKILLFUL THANKS TO OUR CONTINUOUS WORKSHOPS ACQUIRING HIGH STANDARDS TO PRODUCE OUR COLLECTIONS. AS OUR BRAND STANDS FOR WE DO HAVE MEN IN OUR ORGANIZATION AS WELL, SOME DOING WEAVING, KNITTING AND OTHER AREAS.

# WHERE FASHION MEETS NATURE









# INSPIRATION

OUR INSPIRATION IS ROOTED IN AUTHENTICITY, ELEGANCE AND DESIRE TO SHARE THE QUIET STRENGTH OF HANDMADE WORK WITH THE WORLD.

THIS SEASON, OUR COLLECTION IS INSPIRED BY NATURE AND A TRIBUTE TO FEMININE STRENGTH, NATURAL TEXTURES, AND THE UNIQUE LUXURY OF HANDMADE ANCESTRAL CRAFTS DESIGNED FOR THE CONTEMPORARY WOMAN.

EACH GARMENT TELLS A STORY OF HERITAGE RESILIENCE AND REFINED BEAUTY CRAFTED SLOWLY WORN BOLDLY.

# CATALOGUE



# CATALOGUE



# CATALOGUE



# CATALOGUE



# ALPACA WOOL

OUR CORE LIES IN NATURAL SHADES OF ALPACA  
WOOL ENHANCED BY SEASONAL COLORS



RJ2055



100



202



401



282



284



211



402



404



500



RJ9054



AZ8117



M3232



M1703



M2336



M2327



VR1355



M3578



AM1120



RJ2060



RJ2055



M4403



RJ5820



M620

# WOOL CERTIFICATES

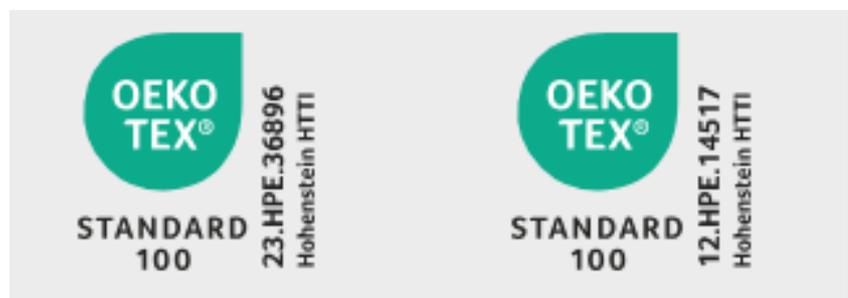
CERTIFICATE OF  
QUALITY & GOOD  
PRACTICES RAISING  
ALPACAS



FAIR TRADE  
CERTIFICATE -  
PRODUCTION  
PROCESS- FAIR  
LABOUR WAGES



CERTIFICATE FOR  
NON TOXIC DYES ON  
WOOLS



CERTIFICATE FOR  
ZERO WASTE



# AWARD LIST

TOP 1 FINALST . GRUPO ROMERO – PQS	2007
INNOVATE GRANT	2008
EUN JEONG .KOREA AWARD	2011
BEST DESIGN AT SHOW . NYNOW	2015
DESIGN FOR A BETTER WORLD – NY NOW	2020
IBU FOUNDATION GRANT	2022
SUSTAINALBE BRAND AWARD - COTERIE	2025





TRUE LUXURY IS NOT  
MASS-PRODUCED.  
IT IS PATIENTLY BY HEART  
AND SOUL

THANK YOU