

# Ricardo José Haddad Musi warns about 'artisanal washing' in Latin America

*Ricardo José Haddad Musi analyzes how global interest in artisanal products in Latam has opened the door to so-called artisanal washing*

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/EINPresswire.com/ -- The growing global interest in artisanal products has turned its attention to Latin America, a region with a vast textile heritage that reflects centuries of history, worldview, and ancestral techniques. [Ricardo José Haddad Musi](#),

entrepreneur and cultural heritage specialist, comments that this trend has also opened the door to so-called artisanal washing.



mexican artisans create pieces

The trend involves commercial practices that utilize the "artisanal" label as a marketing strategy, but which, in reality, rely on industrial processes that have little to do with the authenticity of traditional crafts.

## Textile tradition as living heritage

Ricardo José Haddad Musi emphasized that in countries such as Mexico, Peru, Guatemala, and Bolivia, textiles are not merely consumer objects; they are carriers of identity and collective memory. The cultural heritage expert emphasized the importance of these objects, as each loom, embroidery, or natural dye contains a cultural language that has been preserved through intergenerational transmission.

The rise of global fashion and cultural tourism has allowed these pieces to gain greater visibility. Still, it has also led to misappropriation by brands that replicate designs without acknowledging their creators or respecting the community processes that sustain them.

Leaders like Haddad Musi and designers committed to cultural ethics have highlighted the urgency of protecting this heritage against the trivialization of the "artisanal" label. Defending authenticity not only involves valuing the technique, but also recognizing the time, knowledge,

and spiritual meaning that are inherent in each piece.

### Toward Sustainable and Fair Fashion

At the risk of diluting cultural wealth through mass production, projects promoting sustainable fashion and fair trade have emerged in Latin America. Responsible brands and artisanal collectives are developing collaborative models that enable creators to receive fair compensation and actively participate in defining prices, processes, and narratives.

In addition to protecting the integrity of the techniques, these initiatives are positioning the region as a benchmark in the field of ethical and conscious fashion. Ricardo José Haddad Musi points out that the incorporation of certifications, direct sales platforms, and collaborations between designers and communities seeks to counter artisanal washing and ensure that consumers can identify which products truly come from a legitimate artisanal process.

The warning about artisanal washing is not a rejection of the market, but rather a call to build a future in which Latin American textile tradition is recognized, respected, and projected as a driver of cultural identity, sustainability, and fair economic development.

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