

Press release

Artisan skill and fashion come together to breathe new life into the economy in Arroyo de la Luz with ALMA Rural

A collection featuring the latest fashion trends inspired by features of traditional Arroyo garments will be created

The initiative is driven by Redeia, Arroyo de la Luz Town Council and local action group Tagus in collaboration with Extremadura designer Victoria Casco and the Association of Artisan Women of the town

Arroyo de la Luz, 25 April 2025

A new project intended to boost the local economy and attract young female entrepreneurs was launched today in the town of Arroyo de la Luz in Cáceres. It is called **ALMA Rural** and consists of creating a contemporary fashion collection that incorporates traditional embroidery from Arroyo, crafted by local artisans.

The project, which was unveiled this morning at the town's Corral de Comedias (open-air theatre), is driven by Redeia, a global operator of essential electricity and telecommunications infrastructure, in collaboration with the Arroyo de la Luz Town Council and the TAGUS Local Action Group (Association for the Integral Development of Tajo-Salor-Almonte), in participation with the Association of Artisan Women of Arroyo de la Luz.

ALMA Rural has been created within the framework of **Oficios en RED**, a Redeia initiative to revive traditional craftsmanship and techniques from rural areas, giving them new uses and opportunities in the today's market. In this case, the idea is to transform the popular craftsmanship of Arroyo's embroiderers into contemporary fashion designs, connecting tradition with new technologies, both in terms of design and by inventing new marketing and promotion strategies. The aim is to **raise awareness of the work of rural women artisans, generate potential sources of income**, and encourage **generational renewal** by attracting entrepreneurs through the combination of craftsmanship and fashion. The hope is for this to potentially be replicated in new markets.

The programme has several phases. To date, in collaboration with the embroiderers from the town, work is underway on designing the collection, which consists of four garments, and the

embroidery and lace have been selected and created. Work has now started on the tailoring, and in the coming months, a **3D recreation in the metaverse will be created**, as well as the design of a website with a virtual catwalk for promotional purposes and sales. Lastly, **an event will be organised to present the collections to the public**, with the added objective of compiling and transferring the knowledge acquired to replicate the project in other towns.

Extremadura-based fashion designer **Victoria Casco** is a participant in the initiative, contributing to the modernisation and launch of the programme. She is a well-known professional figure in Spain who drives intercultural projects for women and is also experienced at integrating craftsmanship with physical-digital fashion.

As well as encouraging an entrepreneurial mindset in Arroyo de la Luz and other nearby towns, the **ALMA Rural** programme aims to promote female empowerment and employment, encourage generational renewal, and retain the population.

Drawing attention to cultural diversity and opportunities in the Tajo-Salor-Almonte area

The event was attended by the mayor of Arroyo de la Luz, **Carlos Caro**; the president of Tagus, **José Flores**; the Redeia manager in Extremadura, **Patricia Crego**; the project coordinator, María Isabel Molano; the designer **Victoria Casco**; and one of the members of the Association of Artisan Women of Arroyo de la Luz, **Rosario Martínez**.

According to the mayor, ALMA Rural is an opportunity that reveals aspects of our villages beyond their traditional artisan skill, nurturing and protecting it so that it is not lost in time and that through this project, **it can be adapted to the current needs of fashion with a business perspective** that will revitalise the local economy.

The president of Tagus said that 'the cultural diversity of the Tajo-Salor-Almonte region is tremendous, displayed in traditional and very unique ways, most notably reflected in how people dress. This project enhances its value, updates it, and creates new opportunities in our region, **showing our young people that it is possible to carry out their entrepreneurial endeavours and lives in rural areas**, in our villages.'

Meanwhile, Redeia's manager in Extremadura explained that 'ALMA Rural is a demonstration of our commitment to the well-being of the people who live in the territories in which our infrastructures are located, and embodied in our Comprehensive Impact Strategy. Thanks to this, **we are implementing social and environmental initiatives in Extremadura worth more than half a million euros**.'

The designer had this to say about the collection: 'ALMA Rural conjures up memories of what we believed had been forgotten. The pieces tell a story, **reinterpreting the patterns of regional garments, transforming them into avant-garde fashions**, supported by AI, of course. Everything is integrated into a collection made exclusively with fine fabrics and minimalist styles, incorporating various shades of white, like a canvas that needs to be painted to become a work of art.'