

Press release

Commitment to local communities

Tradition and haute couture unite in the ALMA Rural fashion collection, presented in Arroyo de la Luz (Cáceres)

The contemporary fashion collection ALMA Rural draws inspiration from typical elements of the traditional Arroyano costume and seeks to boost the local economy, empower young female entrepreneurs, and attract them to rural areas.

The initiative, promoted by Redeia, the Arroyo de la Luz Town Council, and the Tagus Local Action Group, featured participation from Extremaduran designer Victoria Casco and local female artisans.

Arroyo de la Luz (Cáceres), 27 October 2025

The haute couture fashion collections of the **ALMA Rural** project were presented at a runway show held at the iconic Cine-Teatro in Arroyo de la Luz (Cáceres). This stage showcased dresses designed and crafted with traditional Arroyano embroidery by local artisans, marking the culmination of a pioneering project that seeks to **revitalise textile craftsmanship in Extremadura by transforming ancestral techniques rooted in the region – such as embroidery and bobbin lace – into haute couture.**

The event was attended by the Mayor of Arroyo de la Luz, **Carlos Caro**; the Vice President of the TAGUS Rural Development Group and Mayor of Monroy, **Sandra Bernal Bernal**; Redeia's manager in Extremadura, **Patricia Crego del Amo**; and **Antonia Molina Márquez**, Deputy for Equality at the Provincial Council of Cáceres. It was hosted by Master of Ceremonies **Carmen Gómez**, a journalist for Cadena COPE in Cáceres.

Renowned **Extremaduran fashion designer Victoria Casco** was tasked with presenting her designs. Under the guidance of this professional – who boasts vast experience in the industry, integrating craftsmanship and physical-digital fashion, and working with prominent fashion brands – she and the **team of local artisans** spent months conducting meticulous work. This ranged from researching traditional

costumes and textiles to creating a collection of four embroidered dress designs based on the traditional Arroyano costume, updated with a contemporary vision.

The runway featured local models, including relatives of the women who crafted the pieces – artisans belonging to the **Bobbin Lace Cultural Association** and the **Embroidery and Traditional Crafts Association of Arroyo de la Luz**. These women perform essential work to pass on craftsmanship and quality while maintaining tradition.

The ALMA Rural initiative, jointly driven by Redeia, the Arroyo de la Luz Town Council, and the Tagus Rural Development Group (Association for the Comprehensive Development of Tajo-Salor-Almonte), seeks to **transform local craftsmanship into high-value fashion design with market potential, revitalising the rural economy and boosting a sector with potential for employment and wealth creation**. Framed within [Redeia's Oficios en RED \(Trades in the Network\) programme](#), which promotes the recovery of traditional trades and their adaptation to today's market, the project takes the craftsmanship of Arroyano embroiderers as its starting point, fusing tradition and new technologies in both design and in promotion and marketing.

In this regard, the collection has been **replicated in the metaverse using 3D design and Artificial Intelligence**. During the presentation, attendees viewed a virtual runway with animated avatars showcasing the creations. This runway is available on a new website created to enhance the promotion and sale of the garments. <https://viccg3.wixsite.com/alma-rural>.

The presentation also aimed to compile and transfer the knowledge acquired to **replicate the project in other towns**. In fact, ALMA Rural is envisioned as a pilot plan for other territories, with the goal of showcasing the work of female artisans, generating new sources of income, and encouraging generational renewal by attracting female entrepreneurs in rural areas to crafts and fashion.

The Mayor of Arroyo de la Luz stated that “ALMA Rural was born to keep alive the richness of the embroidery and traditional crafts of our towns. Culture, tradition, and technology fused into contemporary fashion designs represent a business opportunity that revitalises local economies and introduces our craftsmanship to new generations.”

For her part, the Vice President of TAGUS believes: “It is not solely the responsibility of public officials and mayors, but of society as a whole, to try to halt this terrible haemorrhaging of our rural populations.

With this project, we aim to show our youth that here in our villages, it is just as possible as in distant cities to launch their entrepreneurial and life projects, as the rural environment is the ideal place to mix innovation and tradition.”

For Redeia's manager in Extremadura: “It is very satisfying to see the results of ALMA Rural and how this project respects and values the region's rich craftsmanship through fashion. This initiative also reflects **Redeia's commitment to the development of local communities and their inhabitants**, in line with our Comprehensive Impact Strategy. ALMA Rural reinforces our conviction to create a positive impact in communities; we will continue to develop social initiatives in Extremadura and in regions across Spain.”

Finally, Antonia Molina Márquez, Deputy for Equality at the Provincial Council of Cáceres, closed the event by expressing her support for promoting fashion and craftsmanship in the province: “This project is a tangible example of the significant stimulus and boost for future activities that the revitalisation of Cáceres' traditions can bring. Indeed, the Provincial Council is developing a cross-border cooperation project called **RESOTEX: Rethinking the textile and sustainable fashion sector** aims to highlight both traditional raw materials and local producers, making them more competitive through knowledge and technology.”

Access the audiovisual material here: <https://we.tl/t-YrIDpSxA2c>