

# W!ld Moon Boutique™

## Where the W!ld WoMan Shops!

### Frida Fiesta! We Celebrate Our Icon! Saturday, July 13, 2013 1 – 4 p.m.

“We celebrate our Icon!” This is the third year that the W!ld Moon Boutique™—Where the W!ld WoMan Shops! has celebrated Frida Kahlo. Sally Moon, the owner and designer, has expanded the celebration this year with a fashion show, a Frida Look-a-Like Contest, Frida inspired poetry and the unveiling of the Xochitl™ Collection—Frida Special Edition. There will be live music, too!

Frida Kahlo was a famous Mexican artist. She represents strength, resilience, boldness and beauty. She led a colorful and painful life which was reflected in her art. She also dressed in the indigenous clothes of the Tehuana women of Oaxaca, Mexico, wearing huipiles, trajes, rebazos and large stone jewelry of the time.

Frida became the W!ld Moon Boutique's icon from day one! Her pictures hang throughout the shop ... even in the dressing room. The Boutique has around 150 huipiles in stock that are posted on its web site. The color—the art—is fabulous! Sally shares that it takes a woman six months to a year just to make one. She says, “This is ‘wearable art’ created by our sisters south of the border. When I wear my huipiles, I feel I am honoring my Sisters who have expressed their creativity in this beautiful art form.”

The huipiles (pronounced wee-peel-less, plural), beautiful hand-embroidered blouses/tops from Mexico and hand-woven tops from Guatemala, became one of the W!ld Moon Boutique's cornerstones when the shop opened in September 2009. Frida Kahlo was known for wearing traditional Tehuana trajes when only indigenous women wore them in her day. (July 6, 1907 – July 13, 1954)

Sally Moon has been busy creating the Frida Special Edition to her Xochitl™ Collection. She confided that she has merged her two passions—leather and huipiles—resulting in a beautiful compliment to the collection. The Xochitl™ Collection's first three phases were unveiled in September 2012, December 2012 and February 2013, with the Finale last May at the 18-year anniversary.

Moon was first inspired to create the Xochitl™ Collection during a long layover at the San Francisco airport from Lima. She saw in her mind's eye the use of the Tehuana flowers on deerskin bags. They were lined in bright, colorful lamb suede creating a stunning contrast of color and texture. She went on to introduce deep rich tones with an addition of apparel to complete the look with the bags. Then she was compelled to create her finale, a white deerskin shawl; it is breathtaking.

3rd Annual

# Frida Fiesta!

Patio Market in Albuquerque's Old Town

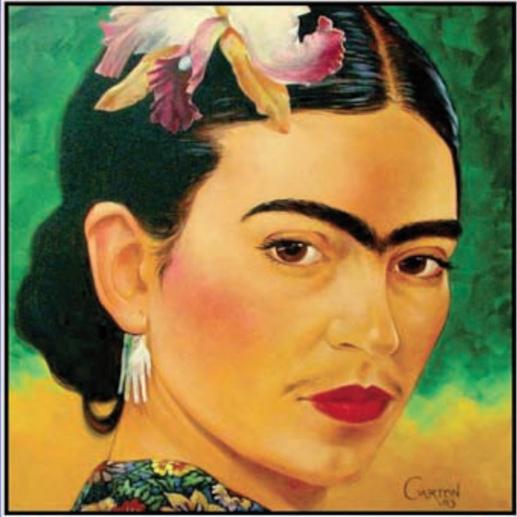
## Fashion Show & Frida Look-Alike Contest

Live Music • Poetry

Register for Fashion Show & Contest by July 11

Xochitl™ Collection Frida Kahlo Special Edition Unveiling

WildMoonBoutique.com



July 13, 2013 • 1 - 4 PM

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Patio Market #4 (Behind La Placita Restaurant on east side of Plaza) • 505.247.2475

Frida Special Edition will be unveiled at the Frida Fiesta and will be on exhibit through the end of September. Three of the six pieces are already spoken for; however, they will be available to view at the Frida Fiesta. Sally adds that interested parties can order their own custom-designed Frida Special Edition, choosing their color of lamb suede, flowers and style. They are all signed and numbered.

Come play at the Frida Fiesta!

- **Frida Fiesta Program:** July 13, 2013 1 – 4 p.m.
- **Frida Fashion Show:** About 2 p.m., featuring traditional wear to a contemporary blend of huipiles with linens, cotton gauze, leather and more.
- **Frida Look-a-Like Contest:** Contestants must register by June 11, and will be asked

to be part of the Frida Fashion Show. There will be three judges basing their decision on originality and authenticity. The first place winner receives a huipil of her choice—up to \$250 in value. Second prize is \$100 gift certificate for the Boutique, and third prize is a \$50 gift certificate, also for the W!ld Moon Boutique.

- **Poetry Reading:** There will be a Mini-Retrospective Poetry reading by local poet Cora Romo.
- **Live music** will be provided by local musicians throughout the event. A special thank you goes out to the City of Albuquerque and to the Old Town Merchants Association for their support.
- **The Xochitl™ Collection—Frida Special Edition Unveiling** will be exhibited

#### Type of Business

Women's apparel—handmade and natural fibers

#### Year Established

September 2009

#### Owner

Sally Moon

#### Business Address

206½ San Felipe NW Old Town Patio Market #4 Behind the La Placita Restaurant on the Plaza

#### Business Phone

(505) 247-2475

#### Business Email

wildmoonwomanld@aol.com

#### Website

WildMoonBoutique.com



throughout the day.

• **Frida Sale July 13 - 22, 2013:** The W!ld Moon Boutique™—Where the W!ld WoMan Shops! is giving 15% off all Frida-related items (i.e. huipiles, plus hand-woven skirts, blouses and sashes). If it is handmade clothing from Mexico or Guatemala, it is on sale. Also included is the Native-made, chunky stone jewelry.

(Note: Xochitl™ Collection and custom leather designs are excluded.)