



transmutações do feminino

The photographs presented in this project are the result of a fashion editorial carried out with women from the favela of the city of São Paulo, Brazil.

Transmutações do Feminino was a fashion project, created by the stylist Talita de Lira, with the proposal to democratize fashion services. She developed a fashion consultancy with women from the periphery of São Paulo.

For 6 months Talita held weekly meetings with 9 women from the Capão Redondo Favela, providing image consulting services, entering each of their homes, opening their closets, listening to their histories, working on deep issues with self-esteem, acceptance and empowerment .

As a result of this work, Talita held a fashion editorial with them, wearing her own clothes, and as a backdrop the favela itself validating the local culture.

I had the pleasure of photographing these women. None of them had ever been photographed in their lives. It was a beautiful process of co-creation, where we had several meetings to understand what each one wanted to tell with these images.

showed them references from fashion editorials, we talked about attitude, poses, compositions. They absolutely participated in the creation process.

The reaction of these women when they recognized themselves in the images was one of the best feelings I have ever had in my life, it felt like we were giving them back something that had been taken away from them many years ago – the self love.

We ran a crowdfunding campaign to raise funds for an exhibition. Through collective financing we managed to hold an exhibition with their photos, in a cultural center within the Favela.