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"I was born December 28, 1971 in Lima," says Sonia Maria Lozada Sainz. "From the time I was in school, designing was my passion. I began my career studying at the Instituto Rose Bertín. When I graduated, I received a scholarship to specialize in women's outerwear at the Escuela de Arte y Técnicas del Vestir FELI in Barcelona. It was there that I broadened my knowledge in this profession and I love it."

Today, Sonia Lozada is recognized as one of her country's top designers and has lent her expertise to a number of well-known brands in Peru and Bolivia. "I was pleased to see how well my designs sold," she confides. She eventually worked for the country's most important textile agency where she became well versed in North American and European fashion trends. At the same time, she finished a degree in business administration at the Centro de Desarrollo Gerencial (CDG) of the Universidad del Pacífico.



"I feel a real commitment to my country," she says, and offers her expertise as a consultant to the Commission to Promote Peruvian Exports as well as to the private sector in alpaca wool and cotton knot designs. "One of my greatest moments is when I have classes. I teach at both the CEAM (Centro de Altos Estudios de la Moda) and the ITC (Instituto de Textilería y Comercio) in Lima, sharing my experience with new professionals.

"I am always updating my knowledge and attend textile fairs like Magic in Las Vegas and Material World en Miami where I find new ideas to bring to my work. In February, 2005, I went international and presented my designs in Madrid's Fashion Week. I'm working on my own collections in alpaca wool and alpaca blends. The theme is 'Illusion' and includes embroidery and handmade details. The styles highlight the figure with relaxed silhouettes, and the color range is warm and bright.

"My clients are people who want comfortable elegance. My designs have a touch of glamour, at the vanguard of fashion but very feminine. I especially enjoy designing for women because I can add a bit of my own personality to each garment.

"I've been working in textiles since 1995 and I'm still passionate about what I do. I want to transmit our rich Peruvian culture through my designs, as this has brought me many wonderful experiences. I bring warmth and comfort through my styles."