

**FRIDA KAHLO MYTH: REVIVAL OF ZAPOTEC ETHNIC GROUP'S COSTUME WHILE  
CONVEYING A SOCIO-POLITICAL MESSAGE OF WOMEN SELF-EMPOWERMENT,  
CRAFT SUSTAINABILITY AND PATRIOTISM**

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**ABSTRACT**

*Clothes create meaning without words. Historical clothes can be copied, reconstructed, a source of inspiration, or re-appropriated by an individual, by brands, by social groups or by subcultures. Their re-appropriation creates new values, messages and gives another dimension to the cultural history of the given garment. Their new meaning is superimposed and mixed with the past one.*

*In this paper, we will see how Frida created a myth of herself and how she used the traditional Tihuana costume, worn by the Zapata women of Tehuantepec from the South East of Oaxaca as a tool of self-empowerment along with her political, nationalist, communist and feminist message.*

**KEYWORDS:** *History of Costume, Clothing, Semiotic, Structuralism, Hermeneutic, Sign, Zapotec Ethnic Group, Mexican Costume*