Abstract
This work explores, based on ethnographic and historical material, the transformations occurred in a working class neighborhood called La Fama (within the delegación Tlalpan, south of Mexico City) taking into account two fundamental aspects: the closing of the textile factory: La Fama Montañesa as well as the increasing urbanization. This work analyzes, in particular, the ways in which the inhabitants structure their surviving strategies by becoming immersed in commercial activities and the implications in regards to the construction of their identity referents.

Keywords
Neighborhood trade, local identity, urban transformations, local public places.