



GOBIERNO DE  
**MÉXICO**

**TURISMO**  
SECRETARÍA DE TURISMO

# Mexican Designers Romance Tourism

Presented by



Secretaría  
de Turismo  
Gobierno de Puebla





# INTRODUCTION



The Ministry of Tourism of the Government of Mexico, through its Office of Tourism Product Innovation, promotes a variety of product lines and market segments, including Romance Tourism. It is all about those magical journeys taken by couples and families to celebrate a special occasion in their lives. Picture renewing your vows in a breathtaking setting, throwing a wild and unforgettable bachelor or bachelorette party, or embarking on a dreamy honeymoon filled with love and adventure. Ah, the sweet moments of engagements, anniversaries, and, of course, destination weddings and romantic getaways.

This incredible segment is experiencing remarkable growth, and it is no wonder why. Its allure captivates the United States, Canada, and South America, drawing lovebirds from everywhere. When it comes to this romantic escape, Mexico City, Monterrey, and Guadalajara shine brightly as top destinations within the country.

Mexico, a land bursting with culture and boundless creativity. Peek at the splendid designs of Mexican garments, inspired by customs and traditions passed down through generations. The vibrant colors and exquisite textures of these masterpieces have transcended borders, capturing the hearts of wanderers everywhere. Now, it is time to bestow upon

them the recognition they deserve in the realm of tourism, especially when intertwined with the enchantment of Romance Tourism. Let love and fashion intertwine in a symphony of beauty and passion.

Therefore, in collaboration with the Ministry of Tourism of the State of Puebla and the Destination Wedding Specialist Association (DWSA), we have worked on integrating the Catalog of Mexican Designers for Romance Tourism. Our aim is to connect Mexican designers and artisans with this industry, adding another link to the value chain. Renowned Mexican designers have created significant bridal gowns, honeymoon fashion, and attire for special events such as engagements and anniversaries. In this way, we support and foster the creativity of Mexican artisans and designers while providing digital platforms for promotion and dissemination to facilitate their commercialization. This initiative seeks to promote cutting-edge Mexican fashion and diversify Mexico's tourism offerings.

By doing so, we fulfill the objectives of the PROSECTUR 2020-2024, focusing on its four priority goals. We hope that this material will be useful for the planning and organization of your future events targeting this segment and become an additional reason to visit Mexico's destinations.

# AIDA WALLS

We dedicate our existence to showcasing and promoting our traditions through the design and creation of culturally infused garments.

With over 20 years in the market, Aida Walls is a clothing and accessories brand for the whole family. We specialize in creating garments of the highest quality, incorporating embroideries and textiles from indigenous communities in Mexico.

## INCLUSION



We organize exhibitions and product sales, as well as runway shows, with the intention of raising funds to support foundations that carry out actions for the benefit of vulnerable groups. An example of this is the foundation "Al diablo con las tallas" ("To hell with sizes"), with whom we collaborate in inclusive runway shows. The purpose of these shows is to showcase diversity and disability, while strengthening the self-esteem of models with disabilities.

## SUSTAINABILITY



Social responsibility is a fundamental ingredient in the life of Aída Walls. Therefore, we take actions aimed at improving the lives of people in vulnerable situations. The pandemic provided an opportunity to help elderly indigenous women through the project "Nantli Mochila". This project aimed to gather resources while reactivating the workshops involved in it.

Collaborating with groups of artisans has been a constant practice for over 20 years, establishing a relationship based on respect and mutual work through a "win-win" strategy.

Environmental care is crucial to us. That's why we use textiles of plant origin such as linen and cotton, as well as handmade textiles created using ancestral techniques in dyeing, weaving, and embroidery. We also practice material reuse by incorporating various leftover materials to minimize solid waste generated in our studio-workshop.

We are tireless promoters of Mexican textiles and their use in the creation of Mexican fashion designs!



DESIGNER

# OUTFIT



- Technique - Textile made on a backstrap loom, dyed with natural dyes.
- Region - San Juan Colorado, Oaxaca
- Production - 150 hours
- People - 3.

# DRESS



- Technique - Textile made on a waist loom, dyed with natural dyes.
- Region - San Juan Colorado, Oaxaca
- Production - 150 hours
- People - 3

AIDA WALLS

# PULLOVER



- Technique - Hand embroidery in cross-stitch
- Region - Chatina Region, Santiago Yaitepec, Oaxaca
- Production - 72 hours
- People - 3



DESIGNER

AIDA WALLS

# PURSE



- Technique - Shawl edge and hand-painted
- Region - Michoacan and Oaxaca
- Production - 72 hours
- People - 3



# REBOSO BAG

- Technique - Artisanal reboso (shawl) made on a loom
- Region - La Piedad, Michoacan
- Production - 72 hours
- People - 3



DESIGNER

AIDA WALLS



- Technique - Reboso (shawl) elaborated on a loom.
- Region - La Piedad, Michoacan.
- Production - 72 hours.
- People - 4.

## NANTLY BACKPACK

- Technique - Handmade doll, reboso ribbon made on a loom.
- Region - Michoacan and Queretaro.
- Production - 10 hours.
- People - 5.



## CROP TOP



DESIGNER

AIDA WALLS

# JACKET



- Technique - Application of wool reboso and hand embroidery.
- Region - Hueyapan, Puebla.
- Production - 72 hours.
- People - 2.



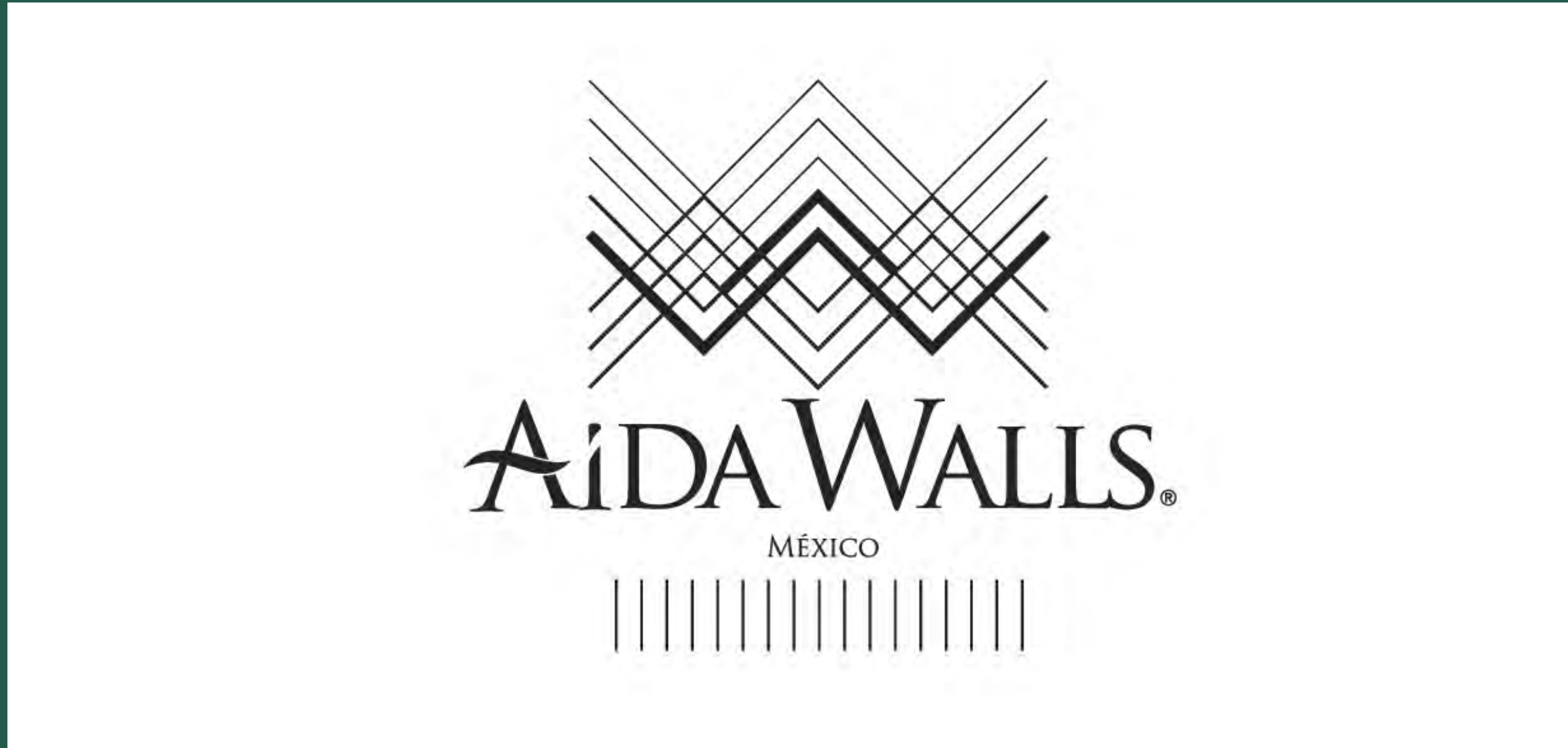
- Technique - Artisela reboso made on a loom.
- Region - La Piedad, Michoacan.
- Production - 72 hours.
- People - 3

# VEST SET



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CUAUTLANCINGO, PUEBLA

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# CAMIXA

At Amalia Camixa, we offer a wide variety of traditional and authentic garments that represent the culture and style of the region.

Among them, you will find:

- Short-sleeved black embroidered guayabera.
- Typical blouse with black embroidery featuring birds and pineapples.
- Red V-neck blouse with black fabric and floral design.

## INCLUSION



Supporting a group of women artisans who work with muslin and bramante fabric is a wonderful way to preserve the traditions and customs of the community.

## SUSTAINABILITY



We train the women in our community to preserve the customs and traditions of these villages by promoting craft fairs and exhibitions where all artisans are invited.



# MODERN TRADITIONAL BLOUSE



- Technique - Embroidery with Iris brand cotton thread depicting birds and pineapples on bramante fabric.
- Region - North Sierra of Puebla.
- Production - 360 hours.
- People - 3.



# 3/4 V NECK BLOUSE

- Technique - Embroidery with Iris cotton thread, featuring turkey, flowers and pineapple motifs on black rayon fabric.
- Region - North Sierra of Puebla.
- Production - 48 hours.
- People - 2.



# MODERN SHIRT

- Technique - Embroidery using 6-color cotton pearl thread with flower designs in pepenado stitch.
- Region - North Sierra of Puebla.
- Production - 4 hours.
- People - 2

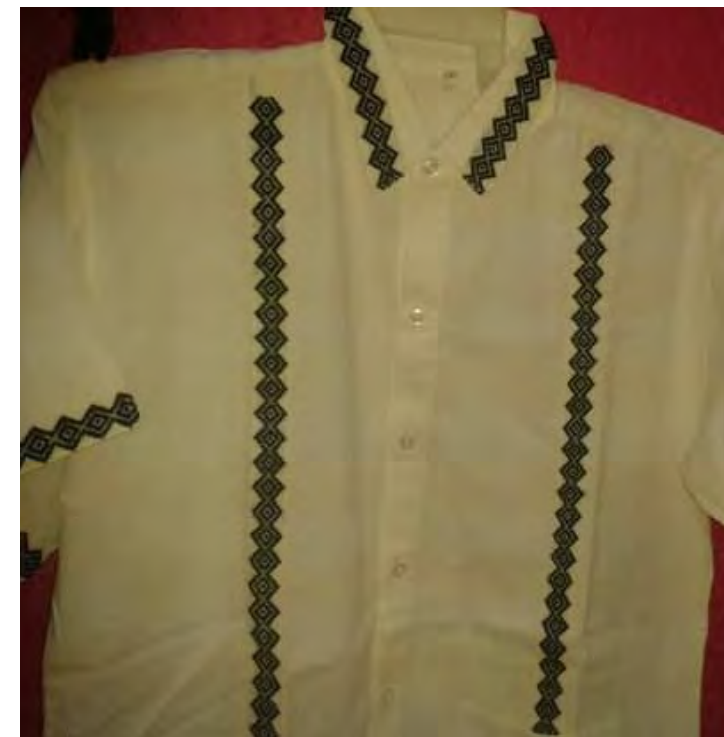
# GUAYABERA

- Technique - Black iris cotton thread, embroidery done in pepenado stitch with diamond-shaped figures.
- Region - North Sierra of Puebla.
- Production - 36 hours.
- People - 1

# TRADITIONAL BLOUSE



- Technique - Crochete cotton thread on bramante fabric, embroidered with pineapples and birds.
- Region - North Sierra of Puebla.
- Production - 180 hours.
- People - 2



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**CAMIJA**

CALLE VICENTE GUERRERO NUMERO 126  
LOCALIDAD NAUPAN, PUEBLA

ARTESANIAS NAUPAN 



# BELLEZA SERRANA

We make and create garments embroidered by hand using techniques such as 'pepenado' and 'hilván,' as well as 'punto relleno,' 'Tenango' or 'pata de gallo,' 'corazón amarrado,' and also using a pedal sewing machine, among other techniques. We tailor them according to the customer's taste. We implement embroidery on various garments to make it known and liked by more people, giving prominence to tradition and culture.

Traditional embroidery is a book that is passed down from generation to generation, but it is also alive, it changes, nourishes itself, and adapts to the times.

## INCLUSION



We form a team with other embroiderers from different places, creating a value chain to improve the economy of the people involved and, likewise, the economy of their locality. We aim to showcase the effort that goes into each piece and ensure that it is appreciated, as these are items that require a significant amount of time to create.

## SUSTAINABILITY



We support sustainability by raising awareness about everything that goes into embroidery: the culture and work behind it, aiming for proper appreciation and avoiding bargaining. We use locally sourced natural fabrics and make an effort to minimize waste by utilizing them to the fullest extent possible.

# LONG BLACK DRESS

- Technique - Pepenado and basting
- Region - North Sierra of Puebla, Naupan
- Production - 2 weeks
- People - 2



# FINE GUAYABERA

- Technique - Pepenado and basting
- Region - North Sierra of Puebla, Naupan
- Production - 2 weeks
- People - 3



## CRAFTSWOMAN

# PUFF SLEEVE



- Technique - Basting
- Region - Northern Sierra of Puebla, Tlaola
- Production - 2 weeks
- People - 2

# ASYMMETRICAL SET



- Technique - Pepenado and basting
- Region - North Sierra of Puebla, Atlantongo
- Production - 3 weeks
- People - 2

# CORSET WITH SLEEVES



- Technique - Filling
- Region - North Sierra of Puebla, Xicotepec
- Production - 2 weeks
- People - 1

## BELLEZA SERRANA

CRAFTSWOMAN

BELLEZA SERRANA

# MAO COLLAR DRESS



- Technique - Basting
- Region - North Sierra of Puebla, Xicotepec
- Production - 3 weeks
- People - 2

# LONG VEST



- Technique: Pepenado and basting
- Region - North Sierra of Puebla, Atlantongo
- Production - 1 week
- People - 2



CRAFTSWOMAN

# SHORT COAT



- Technique - Basting
- Region - North Sierra of Puebla - Huilacapixtla
- Production - 2 weeks
- People - 2

# 3/4 DRESS



Artesanías Belleza Serrana

- Technique - Corazon amarrado (tied heart)
- Region - North Sierra of Puebla, Chichahuaxtla
- Production - 3 weeks
- People - 2

BELLEZA SERRANA

# TRANSPARENT DRESS



- Technique - Corazon amarrado (tied heart)
- Region - North Sierra of Puebla, Chichahuaxtla
- Production - 10 days
- People - 2

CRAFTSWOMAN

# WEDDING CUSHIONS

- Technique - Pata de gallo (type of stitching)
- Region - North Sierra of Puebla, Xicotepec
- Production - 5 days
- People - 1



BELLEZA SERRANA



# RUFFLED DRESS

- Technique - Relleno (filling)
- Region - North Sierra of Puebla, Xicotepec
- Production - 3 months
- People - 2





# CHARRA SHIRTS

- Technique: - Basting
- Region - North Sierra of Puebla, Xicotepec
- Production - 10 days
- People - 2

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ARTESANIAS BELLEZA SERRANA 



# BLUSAS TIPICAS MAR

In the artisan workshop, the pieces that are worked on include pants with embroidery on the waist, made with breathable cotton fabric. Blouses and shirts are also made using cotton muslin, canvas, and rayon. The shirts can feature delicate embroidery using cotton thread. The semi-modern dresses are tailored to incorporate the embroidery, giving them a modern and refined finish.

Tortilla holders and wallets are made with cotton muslin, and both feature embroidery that complements their shape. In the case of tortilla holders, the fabric is cut into shape after the embroidery is done to prevent fraying. The skirt is made with a thicker fabric to provide greater durability, and the embroidery is placed strategically in the most visible parts.

## INCLUSION



The way I support inclusion is by showcasing my designs to the world around me, demonstrating the skill and passion for embroidery design and creation that has often been underestimated due to being handmade by indigenous artisans. The beauty of craftsmanship is best appreciated by wearing and embracing it, and it starts from within our own homes.

## SUSTAINABILITY



The way I support sustainability is from a social perspective, as there is a mutual collaboration during the production process. The indigenous women from my community provide me with their own handmade embroideries, and when I acquire them, they receive fair compensation for their work. I also respect their intellectual property rights, their personal design choices in the embroidery, and the materials used in its creation. This ensures a sustainable and respectful relationship that benefits both the artisans and the preservation of their craft.



## CROP TOP

- Technique - This artisanal technique is archaic, as it is entirely handmade without professional stitching or fastenings. It is accompanied by various embroidered designs. The base fabric is cotton muslin, and the embroideries are added using a needle and cotton basting thread, all done by hand.
- Region - North Sierra of Puebla
- Production - 120 hours
- People - 1



## UNISEX EMBROIDERED PANTS

- Technique - Rectangular and long embroidery on the waist
- Region - North Sierra of Puebla
- Production - 15 hours
- People: -2



# SEMI-FORMAL DRESS



- Technique - Hand embroidery
- Region - North Sierra of Puebla
- Production - 40 hours
- People - 3

# OUTFIT



- Technique - The fabric is cut, hand embroidery is added with lining, it is then passed through an overlock machine, stitched again with a straight stitch, and any remaining fabric or thread remnants are removed.
- Region - North Sierra of Puebla
- Production - 30 hours
- People - 4

# SEMI-FORMAL WHITE DRESS



- Technique - Dress made of pre-washed cotton muslin with cotton thread embroidery on gingham fabric. Includes the application of tulle on the lower part.
- Region - North Sierra of Puebla
- Production - 40 hours
- People - 3

## CRAFTSWOMAN

# LADIES'S V-NECK BLOUSE

- Technique: - Garment made of cotton muslin, canvas, rayon, or linen with embroidery on bone-colored cotton muslin fabric using cotton thread.
- Region - North Sierra of Puebla
- Production - 30 hours
- People - 3



## BLUSAS TIPICAS MAR

# CASUAL YOUTHFUL DRESS

- Technique - The dress is made using patterns and is crafted from linen, colored canvas, or stretch fabric. The embroidery is done with cotton thread on closed canvas.
- Region - North Sierra of Puebla
- Production - 24 hours
- People: -3





# TORTILLERO



- Técnica - With the support of an embroidery hoop, the muslin fabric is placed for embroidery. The letters are traced with a pencil. Once the embroidery is finished, the hoop is removed, and the edge is stitched with yarn.
- Region - North Sierra of Puebla
- Production: -18 hours
- People - 1

# WALLET



- Technique: - Various types of embroidery with cotton thread and lace around the embroidery.
- Region - North Sierra of Puebla
- Production: 30 hours
- People - 2

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BLUSAS TIPICAS MAR   




# COATLICUE ARTE MEXICANO

The embroidery technique used is called "pata de gallo" (tenangos), and the drawing technique is freehand on the customer's preferred fabric. The threads used are primarily vibrant cotton colors. The designs highlight the flora and fauna of the Sierra Norte de Puebla region.

Our designs are tailored to the exact measurements of our customers, meaning they are made-to-measure. Everything is handcrafted, and the main fabrics we use are linen, muslin, crepe, and satin.

## INCLUSION



We provide the opportunity for all artisans who are interested in embroidering our designs to work on the making and embroidery of each of our garments. While the main designer and tailor are men, we welcome and encourage the participation of all artisans. It is worth noting that the majority of the embroiderers are located in the community of Acalman, in the municipality of Tlaxco, Puebla, which is a rural area nestled in the mountains.

## SUSTAINABILITY



Our main vision is to promote and preserve the customs and traditions of these communities by fostering artisan fairs and exhibitions where all artisans are invited to showcase their own handmade garments. We emphasize to them the importance of including elements related to the local nature in their designs.

Our mission is to promote and provide fair compensation to the artisans for their garments. We offer them materials to continue their embroidery work, whether it's with their own designs or for specific orders.

CRAFTSMAN

# WEDDING DRESS



- Technique: Dress with a circular skirt, deep neckline in the front and back, layered ruffles, crepe fabric with lining, interlining in the blouse, and embroidery with shiny cotton threads in a design of little birds.
- Region: North Sierra of Puebla
- Production: 150 hours
- People: 4

COATLICUE ARTE MEXICANO

# NIGHT DRESS



- Technique: Long dress in silk satin with a halter neckline and a circular skirt, embroidered with cotton threads on tulle.
- Region: North Sierra of Puebla
- Production: 130 hours
- People: 4



CRAFTSMAN



# CASUAL BLOUSE

- Technique: Casual blouse with layered ruffles, embroidered with cotton threads using the pata de gallo stitch (tenangos).
- Region: North Sierra of Puebla
- Production: 70 hours
- People: 3

COATLICUE ARTE MEXICANO





# MEXICAN QUEXQUEMETL TENANGOS

- Technique: Embroidery on manta fabric using the pata de gallo stitch with cotton thread, featuring frayed edges and braided details on the borders.
- Region: North Sierra of Puebla
- Production: 100 hours
- People: 5



# CASUAL DRESS

- Technique: Casual mermaid-cut dress with long sleeves, embroidered with cotton threads in various colors on white crepe fabric.
- Region: North Sierra of Puebla
- Production: 90 hours
- People: 3





# MEXICAN QUEXQUEMETL TENANGOS



- Technique: Pata de Gallo stitch embroidery on manta fabric using cotton thread, with fringed and braided edges.
- Region: North Sierra of Puebla
- Production: 100 hours
- People: 5

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PUEBLA

ENRIQUE\_ARTEMEXICANO   
COATLICUE\_ARTEMEXICANO 



# ARTESANIAS SAYAMEX

Our pieces are made on a backstrap loom, with fine macramé finishing. The dyeing process is done using natural dyes. The blouses, skirts, jackets, and vests are designed for modern girls today. They feature chiffon or woolen fabric applications to enhance the appearance and make the garments wearable. In traditional garments such as the huipil or quexquémitl, natural dyes collected from flora and fauna are used.

These include elderberry, marigold, red oak, walnut, cochineal, and indigo. Rebozos and quexquémitl are made on a backstrap loom. Although very few people still produce them, the traditional technique is still maintained, while also incorporating innovation.

## INCLUSION



The tradition and customs of the region are still preserved, fostering through craft fairs and exhibitions where we are invited to participate.

## SUSTAINABILITY



We are environmentally conscious and provide employment opportunities to both the community and part of the municipality.

## CRAFTWOMAN

# NIGHT DRESS



- Technique: Elaborated on fine fabric made on a colonial loom with delicate knots, dyed in indigo, and embroidered with raw wool.
- Region: North Sierra of Puebla
- Production: 1200 hours.
- People: 3

## ARTESANIAS SAYAMEX

# QUEXQUÉMITL RAIN OF STARS



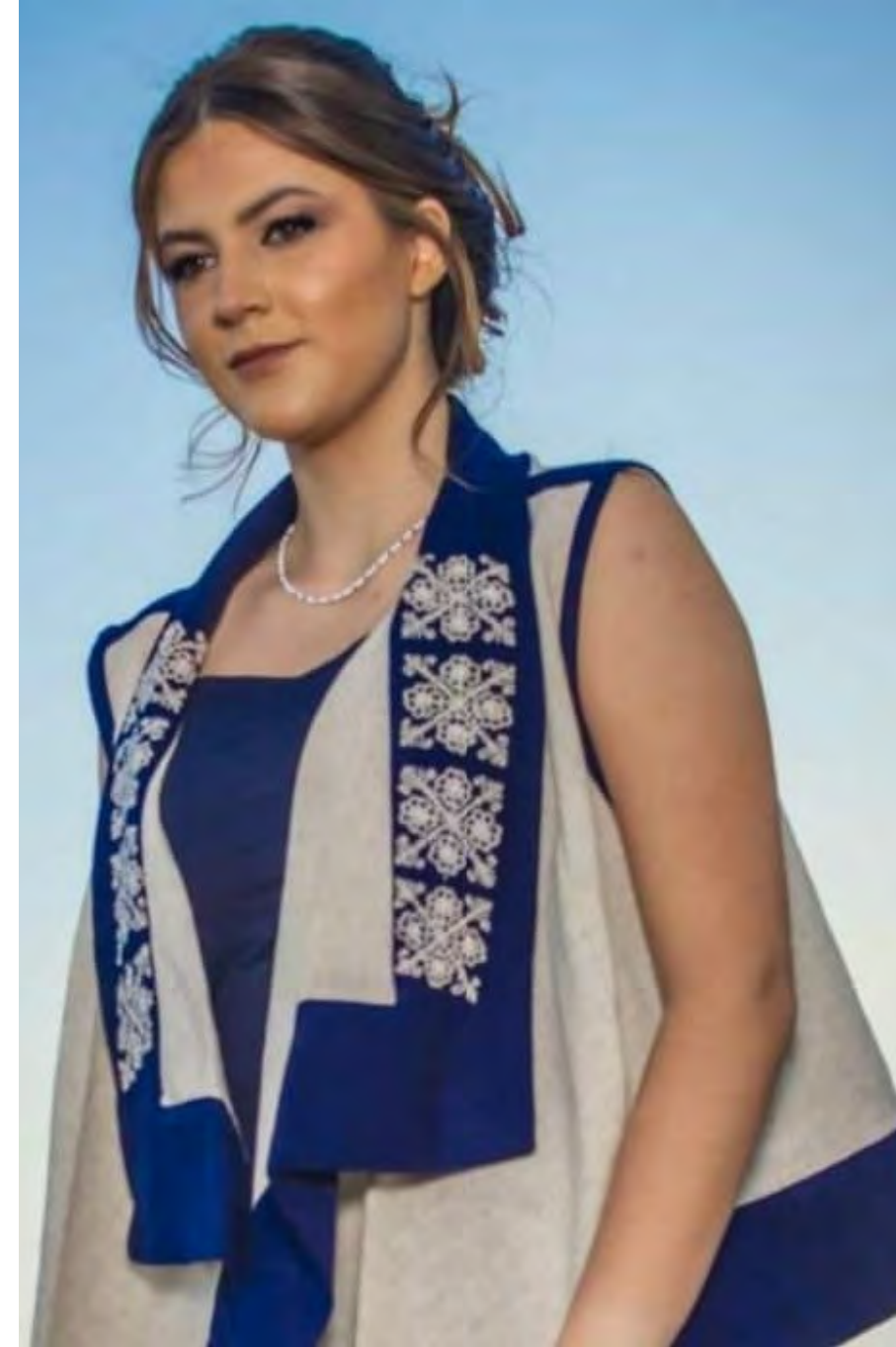
- Technique: Elaborated on fine fabric made on a colonial loom with delicate knots, dyed in indigo, and embroidered with raw wool.
- Region: North Sierra of Puebla
- Production: 1200 hours.
- People: 3





# QUÉXQUÉMILT WOOLEN

- Technique: Embroidery using ancient stitching done on a colonial loom.
- Region: North Sierra of Puebla
- Production: 108 hours
- People: 2



# ASYMMETRICAL VEST

- Technique: Fine wool embroidery on wool fabric with raw wool using ancient stitching.
- Region: North Sierra of Puebla
- Production: 48 hours
- People: 1



CRAFTWOMAN

# LOOM- WOVEN SHAWL



- Technique: Colonial loom embroidery in vibrant colors using cross-stitch and fine knotting.
- Region: North Sierra of Puebla
- Production: 1200 hours
- People: 4

ARTESANIAS SAYAMEX

# BLOUSE



- Technique: Chiffon fabric with fine wool embroidered using ancient stitching.
- Region: North Range of Puebla
- Production: 36 hours
- People: 2



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ARTESANIASSAYAMEX   


# MB CORAZON DE TELA

We train craftswomen and craftsmen, and we create pieces in collaboration with them using techniques such as pepenado, cross-stitch, openwork, and artisanal machine embroidery.

## INCLUSION



We train craftswomen and craftsmen, and we create pieces in collaboration with them using techniques such as pepenado, cross-stitch, openwork, and artisanal machine embroidery.

## SUSTAINABILITY



In the social aspect, we respect the work, techniques, and methods used by each ethnic group. We are against imitations of embroidered patterns. In the economic sphere, we use high-quality fabrics to be competitive with high-end garments in the market. This way, we provide the opportunity for craftswomen and craftsmen to receive higher profits for their work.



DESIGNER

MB CORAZON DE TELA

EMBROIDERED  
CANVAS



THE  
BRIDE  
OF  
PUEBLA

- Technique: Artisanal machine
- Region: San Gabriel Chilac
- Production: 50 hours
- People: 8

- Technique: Fiber sorting, traditional embroidery, and machine embroidery
- Region: From the mountains to the Mixteca
- Crafting time: 60 hours
- People: 26

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PRIV. 2 NTE, LINDA VISTA DE JESUS, SAN  
PEDRO CHOLULA, PUEBLA

MB CORAZON DE TELA 



# ARTESANIAS NECAXA

We create contemporary garments for women and men, incorporating embroideries from the Sierra Norte de Puebla region. These embroideries are made using techniques such as pepenado, corazón amarrado, punto atrás, tenangos, cruzado, hilván, and more. Our aim is to promote awareness of these ancestral embroideries and contribute to their preservation.

## INCLUSION



We work with women from indigenous communities, respecting their customs and traditions, and promoting the beautiful craft of handmade embroidery they create. This endeavor allows them to achieve a significant economic income.

## SUSTAINABILITY



We respect and value the worldview of indigenous communities. A fair payment is provided for the work they do, in addition to promoting and giving them the corresponding credit. We promote the preservation of the cultural heritage of indigenous embroidery. This activity does not cause any ecological harm or impact.



BLOUSE WITH  
BLUE  
FLOWERS

- Technique: Running stitch
- Region: North Sierra of Puebla
- Production: 40 hours
- People: 3



BLACK  
EMBROIDERED  
HUIPIL

- Technique: Pepenado (fiber sorting)
- Region: North Sierra of Puebla
- Production: 40 hours
- People: 3



DESIGNER

ARTESANIAS NECAXA

# HUIPIL TALAVERA

- Technique: Padding
- Region: Juan Galindo, Puebla
- Production: 70 hours
- People: 3





DESIGNER

ARTESANIAS NECAXA

RED  
EMBROIDERED  
VEST



- Technique: Tenangos
- Region: North Sierra of Puebla
- Production: 75 hours
- People: 3

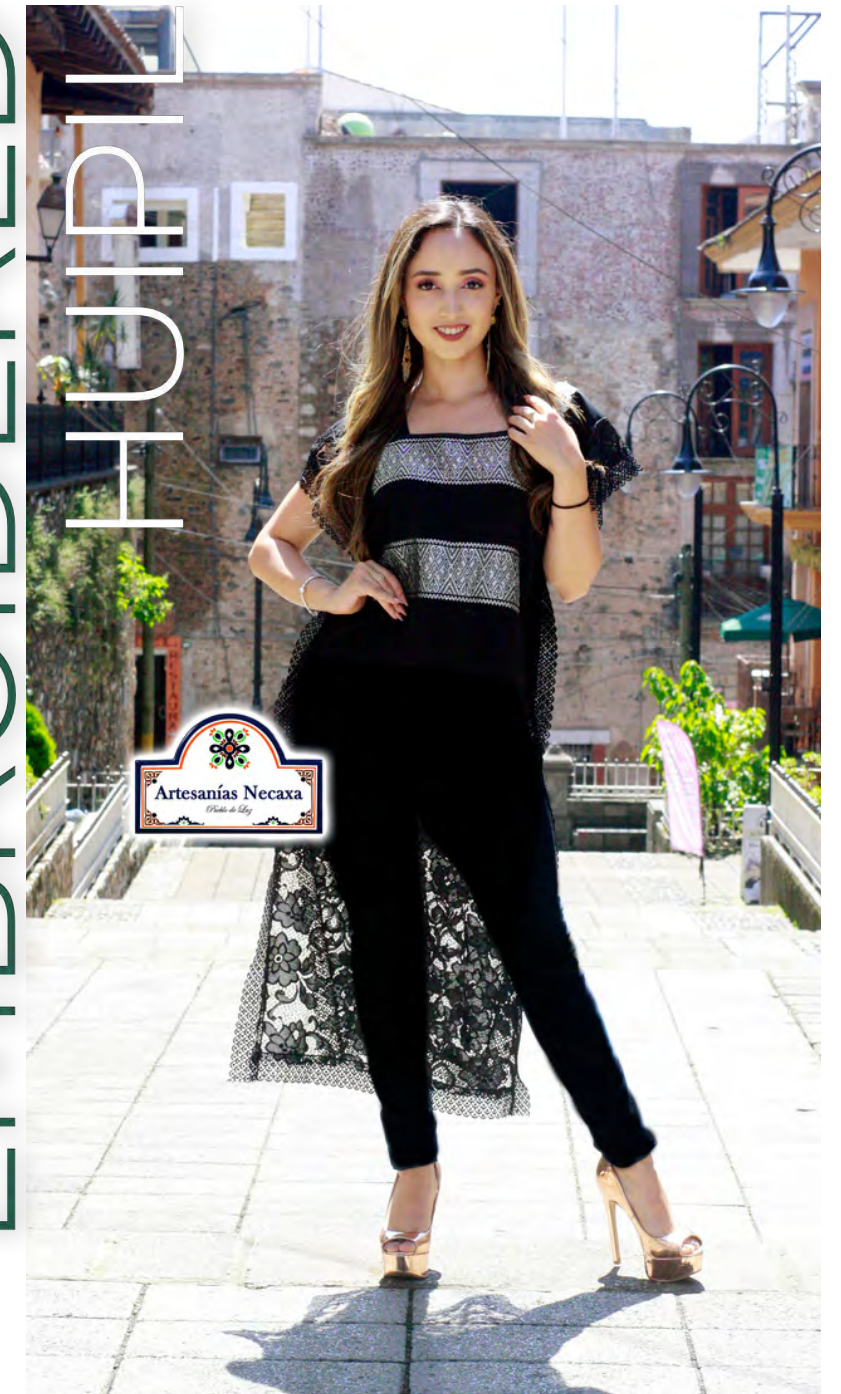


CROP TOP  
FLOWERS



- Technique: Filling or padding
- Region: North Sierra of Puebla
- Production: 50 hours
- People: 3

SILVER  
EMBROIDERED  
JUBIL



- Technique: Fiber sorting
- Region: North Sierra of Puebla
- Production: 40 hours
- People: 3





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AQUILES SERDAN NUMERO 107, COL. CENTRO, NUEVA NECAXA,  
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ARTESANIAS NECAXA 

# TINA VALENTE

As an artisan, I specialize in the creation of woven and brocade textiles using wool and cotton, feather artistry, as well as natural dyeing techniques. I also engage in cross-stitch and basting embroidery using cotton or dyed wool.

My expertise as an artisan has allowed me to design and create collections with high-quality standards and total quality control. I have had a profound knowledge of the craft since the age of 10. Currently, I work with waist loom weaving and colonial loom weaving, which enables me to have a high production volume for garments such as the artisela shawl.

My style is distinctive because I enjoy incorporating the wisdom of ancestral techniques with current trends. This results in a highly competitive proposal that respects and promotes our history and creative artisanal traditions, without compromising their integrity.

Personally, I have focused on "prêt-à-porter" production, which means creating series of garments according to predetermined measurements or sizes that cater to a large number of people.



## INCLUSION



As an artisan from the Northeastern Sierra, I grew up in a family where respect for myself and others is vital. From a young age, my world has revolved around the indigenous community, and I never saw exclusion or discrimination as something positive. I learned that everyone has a lot to offer, and we all have valuable talents. The important thing is to identify strengths and integrate people based on those strengths.

In my family and community values, exclusion has never been considered. On the contrary, our work is truly communal, where everyone contributes beautiful things, making us stronger as a people. When I left my village to continue my education, I sadly noticed that certain social groups have deficiencies in this regard. In my case, my projects and dreams have been platforms that generate knowledge, mutual learning, and as a result, more projects have been incubated.

In my philosophy as a fashion and design professional, inclusion is a topic that has always been a part of my life and actions, even since I was a child.

## SUSTAINABILITY



In my projects as an artisan first and then as a designer, I have always given credit to community knowledge and our teachers. It is important to create empowerment in our communities to strengthen our arts and knowledge.

Part of my initial projects was to establish connections with specialists for the rescue of endangered dye plants. We created an inventory and conducted soil studies, among other activities.

Regarding the economic aspect, as I have always worked in my community, there has been a perspective of fair trade. From then until now, I have always operated under the philosophy of a social economy, where the one who works is the one who gains, rather than the one who invests.

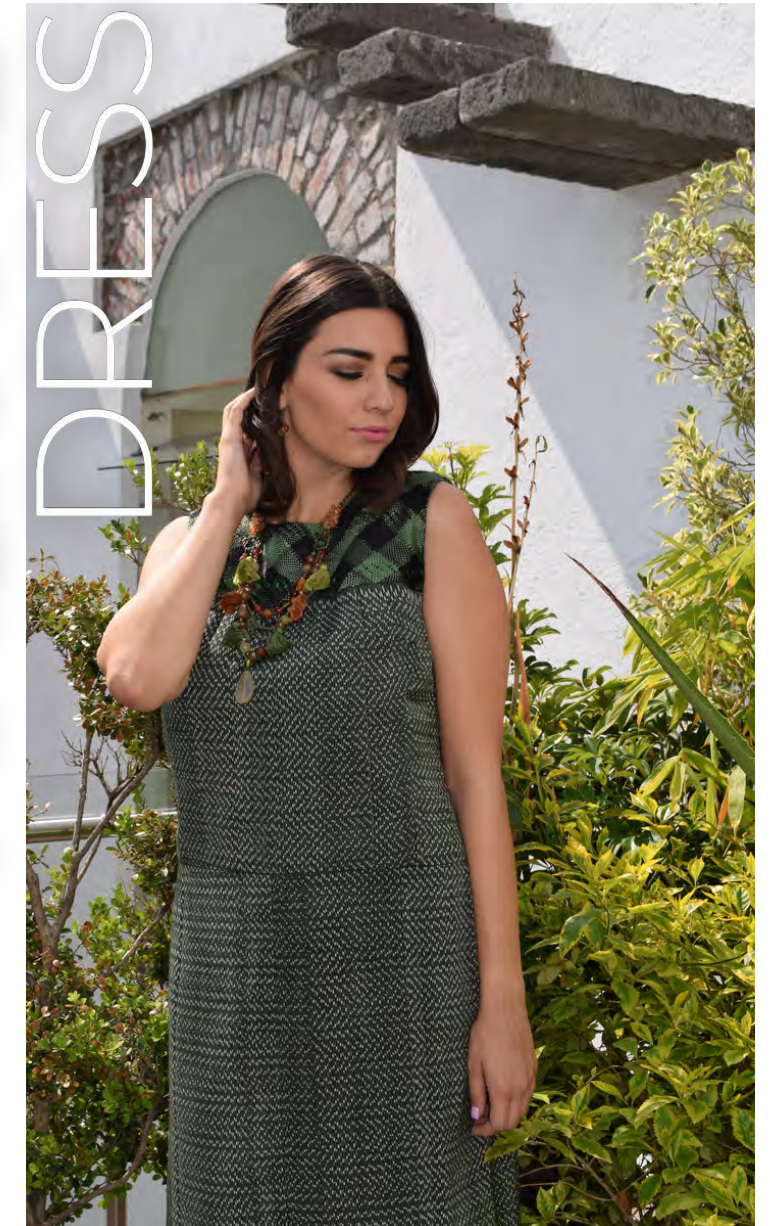


WEDDING  
DRESS



- Technique: Mercerized artisela thread, woven on a pedal loom
- Region: North Sierra of Puebla
- Production: 236 hours
- People: 4

REBOZO AND  
MACRAMÉ



- Technique: Mercerized artisela thread, woven on a pedal loom
- Region: North Sierra of Puebla
- Production: 220 hours
- People: 3





# SHAWL COAT

- Technique: Mercerized artisela thread, woven on a pedal loom
- Region: Northeastern Sierra of Puebla
- Production: 280 hours
- People: 2



DESIGNER - CRAFTSWOMAN

TINA VALENTE

# FURNITURE DIVAN



- Technique: Wool weaving on a backstrap loom, natural dyeing with cochineal
- Region: Northeastern Sierra of Puebla
- Production: 540 hours
- People: 4



# SHAWL DRESS

- Technique: Mercerized artisela thread, woven on a pedal loom
- Region: Northeastern Sierra of Puebla
- Production: 250 hours
- People: 2



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**TINA VALENTE®**

Craftswoman / Designer

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LA CASA DEL MENDRUGO, PUEBLA, PUEBLA

TINAVALENTEDESIGNER   
TINA VALENTE 

# TEXTILES ARTESANALES YAONAHUAC

Garments made of cotton, wool, and acrylic, woven on a pedal loom and later cut and sewn, with the final touch of applying colorful embroidery using cross-stitch and traditional stitching techniques, all designed according to the customer's preferences.

## INCLUSION



In our artisan workshop, we provide employment opportunities for women in the community, allowing them to generate income from home by embroidering our garments. This enables them to work while also being available for their families.

## SUSTAINABILITY



In our community, we contribute to the preservation of different hand embroidery techniques that are a significant cultural attraction of the region. We provide employment opportunities to housewives who can work and generate extra income for their households while taking care of their families.



BLACK  
BLOUSE  
WITH  
EMBROIDERY



- Technique: Fabric woven on a pedal loom, then cut and hand-embroidered with cross-stitch
- Region: North Sierra of Puebla
- Production: 30 hours
- People: 3

- Technique - Fabric woven on a pedal loom and hand embroidered with cross-stitch
- Region - North Sierra of Puebla
- Production - 36 hours
- People - 3



BLACK  
COTTON  
BLOUSE



# CROSS STITCH DRESSES



- Technique - Fabric woven on a pedal loom, cut and sewn with lining, and hand-embroidered with cross-stitch
- Region - Northeastern Sierra of the State of Puebla
- Production - 32 hours
- People - 3

- Technique - Fabric woven on a pedal loom, cut and sewn with lining, and hand-embroidered with cross-stitch
- Region - Northeastern Sierra of the State of Puebla
- Production - 38 hours
- People - 3





DESIGNER - CRAFTSMAN

TEXTILES ARTESANALES YAONAHUAC

# COTTON COAT



- Technique - Fabric woven on a pedal loom and hand-embroidered with ancient stitch
- Region - Northeastern Sierra of the State of Puebla
- Production - 40 hours
- People - 3
- 

- Technique - Shirt made with manta fabric and application of fabric woven on a pedal loom, hand-embroidered with cross-stitch
- Region - Northeastern Sierra of the State of Puebla
- Production - 40 hours
- People - 3



# MANTA SHIRT

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AV. CRISTOBAL COLON NUMERO 153, MAZATONAL,  
YAONAHUAC, PUEBLA

TEXTILES ARTESANALES YAONAHUAC 



# PEDRO MARTIN MAZATZIN

Authentic pieces are crafted using an ancient technique called the backstrap loom, which involves weaving with curved techniques, gauze weaving, and brocades. Traditional embroideries are done using techniques such as pepenado, hilván, chaquira, relleno, and puntada antigua (ancient stitch). These techniques are combined with precise cutting and high-quality couture sewing.

The materials used are sourced from manufacturers in Puebla, within the country, and some are imported.

## INCLUSION



The dignification of the artisan is very important, which is why we have an organized workshop called SOL (Solid, Organized, and Clean), where we can express ourselves, collaborate, and carry out artisanal processes from start to finish. We are producers, and we manage a production cycle that includes cutting and sewing, embroidery, garment washing, and final delivery.

## SUSTAINABILITY



**SOCIAL:** We promote cultural identity from our perspective as an indigenous community, expressing it through embroidery on fabric using needles or weaving on a backstrap loom.

**ENVIRONMENTAL:** Additionally, our product is environmentally friendly. We showcase the flora and fauna of our community, Cuetzalan, within our garments. Motifs such as snakes, birds like hummingbirds, quetzals, doves, and the movement of water are all representations of aspects of our daily life and culture.

**ECONOMIC:** We are generating employment opportunities, preventing people from migrating, losing their cultural identity, abandoning their traditional attire, or losing their native language. By doing so, we contribute to the local economy and create jobs within our community.



CRAFTSMAN

PEDRO MARTIN MAZATZIN

# COTTON FLOWER WEDDING DRESS



- Technique - Pepenado stitch with hilván, elicóna embroidery, and weaving on a backstrap loom
- Region - Cuetzalan
- Production - 80 hours
- People - 4



# KITE DRESS (Butterfly)

- Technique - Pepenado stitch with hilván, direct embroidery on manta fabric
- Region - Cuetzalan
- Production - 40 hours
- People - 5



CRAFTSMAN

PEDRO MARTIN MAZATZIN

ELICONA



- Technique - Pepenado stitch with basting
- Region - Cuetzalan
- Production - 160 hours
- People - 3

CORN  
CYCLES



- Technique - Pepenado stitch with basting
- Region - Cuetzalan
- Production - 160 hours
- People - 3

SHIRTFRONT



- Technique - Pepenado stitch with basting
- Region - Cuetzalan
- Production - 120 hours
- People - 2



CRAFTSMAN

PEDRO MARTIN MAZATZIN



# BUTTERFLY GALA DRESS

- Technique - Peppenado, basting, black linen embroidery
- Region - Cuetzalan
- Production - 500 hours
- People - 10



# BOUQUETS



- Technique - Pepenado, basting, black linen embroidery, corset, fishtail skirt, and circular skirt with magical crinoline.
- Region - Cuetzalan
- Production - 300 hours
- People - 10

PEDRO MARTIN MAZATZIN



- Technique - Pepenado, basting, black linen embroidery
- Region - Cuetzalan
- Production - 200 hours
- People - 10

# HUMMINGBIRD



CRAFTSMAN

PEDRO MARTIN MAZATZIN

# SPOON FLOWER



- Technique - Pepenado stitch, embroidery with silver thread and Spanish bobbins
- Region - Cuetzalan
- Production - 60 hours
- People - 5

- Técnica - Pepenado, basting, embroidery with linen using cotton thread and Spanish bobbin lace
- Region - Cuetzalan
- Elaboration - 40 hours
- People - 5

# FLOWER GUIDE





# HUMMINGBIRD OR QUETZALES

- Technique - Pepenado, basting
- Region - Cuetzalan
- Elaboration - 120 hours
- People - 2



# BRIDE 4 COURSES

- Technique - Pepenado, basting, embroidery on linen fabric
- Region - Cuetzalan
- Elaboration - 40 hours
- People - 5



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TURISMO  
SECRETARÍA DE TURISMO

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