



GOBIERNO DE  
**MÉXICO**

**TURISMO**  
SECRETARÍA DE TURISMO

# Mexican Designers Romance Tourism

Presented By

**QUERÉTARO**  
ENCONTRÉ MÉXICO





# INTRODUCTION

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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 Queretaro 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.

# TEGA

At Tega, we design an exclusive collection for each season that is custom-made with the feature that it can be modified according to the client's preferences. Everything we design is manufactured in our workshop, where we combine imported materials with the excellent craftsmanship of talented women from Querétaro.

## INCLUSION



In our company, we employ women with diverse needs, including mothers, individuals who care for others, and those with specific requirements. Our company adapts to the requests of each individual, ensuring a supportive and accommodating work environment for all.

## SUSTAINABILITY



At Tega, we are committed to sustainability. From a social perspective, we provide women with opportunities to thrive and actively participate in the family economy. From an environmental standpoint, we offer garment recycling services. Moreover, we ensure fair and equitable compensation for our employees. As a microenterprise, we have built long-standing relationships with our suppliers, fostering mutual support and growth over the years.

# REGINA VEIL



- Technique - High fashion, embroidered, tulle with silk thread
- Region - Queretaro
- Production - 4 hours
- People - 2

# REGINA



- Technique - High fashion
- Region - Queretaro
- Production - 20 hours
- People - 4

# PENNELOPE



- Technique - High fashion, embroidery on tulle and rhinestones
- Region - Queretaro
- Production - 21 hours
- People - 4

# GRACE



- Technique - High fashion with embroidered tulle applications
- Region - Queretaro
- Production - 24 hours
- People - 4

## DESIGNER

# MELANIE



- Technique - High fashion with sequin embroidery
- Region - Queretaro
- Production - 24 hours
- People - 4



## TEGA

# LIZBETH

- Technique - High fashion, blouse and skirt embroidered with silk thread and sequins
- Region - Queretaro
- Production - 20 hours
- People - 4

# ALISON



- Technique - High fashion
- Region - Queretaro
- Production - 24 hours
- People - 4

# ANTONELLA



- Technique - High fashion, embroidery with organza flowers
- Region - Queretaro
- Production - 18 hours
- People - 4

# VIVIANA



- Technique - High fashion with embroidered tulle in silver thread
- Region - Queretaro
- Production - 21 hours
- People - 4

# SOFIA



- Technique - High fashion, lace pants and blouse
- Region - Queretaro
- Production - 20 hours
- People - 4

PAMELA



- Technique - High fashion, embroidery with appliques
- Region - Queretaro
- Production - 24 hours
- People - 4

DANY



- Technique - High fashion, embroidery with appliques
- Region - Queretaro
- Production - 24 hours
- People - 4



- Technique - High fashion, lace blouse with embroidered lace applique and tulle skirt
- Region - Queretaro
- Production - 20 hours
- People - 4

TEGA

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DESIGNER

AYLA VANEGAS COUTURIER

# AYLA VANEGAS COUTURIER

We are fashion designers who create the perfect dress for every bride, making their dress unique and different, just as they dream of it. We offer image consulting services. We can create any wedding dress design according to their wishes.

## INCLUSION



At Ayla Vanegas, as fashion designers, we have the tools to design and create each person's ideal dress. At Ayla Vanegas, we do not make any distinction under any circumstance. Our value is respect and inclusion for every individual.

## SUSTAINIBILITY



We support social responsibility by engaging with artisans from our communities and providing them with fair payment for their work, along with respect. We also have social responsibility towards our final clients by offering reasonable prices, and we ensure that our collaborators receive adequate remuneration for their work as well.

DESIGNER

AYLA VANEGAS COUTURIER

# THANIA

- Technique - Contemporary sewing and draping on a mannequin
- Region - Queretaro
- Production - 12 hours
- People - 1 designer, 1 seamstress



# KARLA

- Technique - Contemporary sewing and hand embroidery with appliques and beading
- Region - Queretaro
- Production - 40 horas
- People - 1 designer, 1 seamstress, 1 assistant

# MATCHING



- Technique - Contemporary sewing and draping on a mannequin
- Region - Queretaro
- Production - 18 hours
- People - 1 designer and 1 seamstress

# KAREN

- Technique - Contemporary sewing and draping on a mannequin
- Region - Queretaro
- Production - 18 hours
- Personnel - 1 designer and 1 seamstress



## DESIGNER



# PAOLA

- Technique - Contemporary sewing and hand embroidery with silk thread
- Region - Huimilpan, Queretaro
- Production - 18 hours
- People - 1 designer, 1 artisan and 1 assistant

## AYLA VANEGAS COUTURIER



- Technique - Contemporary sewing and hand embroidery with appliques
- Region - Queretaro
- Production - 20 hours
- People - 1 designer and 1 seamstress

# PALATZO

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# ARTESANIAS BADU

The pieces we create are tailored and customized to the preferences of our clients. We specialize in crafting complete traditional outfits for women from the San Ildefonso Tultepec region, including blouses, skirts and aprons. Additionally, we offer blouses with contemporary designs while preserving our cultural essence through the application of Otomi embroidery. This technique involves hand-stitching cotton thread onto a checked fabric. We also apply embroidery to men's shirts and women's bags, which come in a variety of designs and colors.

## INCLUSION

We provide employment to women and men from the same community where the artisan workshop is located, which belongs to an indigenous village.

## SUSTAINABILITY

Our brand supports social sustainability by preserving the cultural essence of our ancestors in our products, particularly through the embroidery techniques passed down through generations and the iconography they represent. We also promote economic sustainability by providing employment opportunities to men and women from the community who can work from home without neglecting their daily responsibilities. This allows them to generate a steady income to meet their basic needs, such as food.

## CRAFTSMAN



- Technique - Hand embroidery cross stitch / basting
- Region - San Ildefonso Tultepec
- Production - 150 hours
- People - Embroiderers and seamstresses

# TRADITIONAL COSTUME

## ARTESANIAS BADU

# SHIRTS



- Technique - Hand embroidery, basting
- Region - San Ildefonso Tultepec
- Production - 40 hours
- People - Embroiderers and seamstresses



- Technique- Hand embroidery (basting)
- Region - San Ildefonso Tultepec
- Production - 10 hours
- People - Embroiderers and seamstresses

# PURSE

Technique- Hand embroidery (basting) on linen

Region - San Ildefonso Tultepec

Production - 50 hours

People - Embroiderers and seamstresses



# BLOUSE

Technique - Hand embroidery (basting)

Region - San Ildefonso Tultepec

Production - 15 horas

People - Embroiderers and seamstresses



# BAG



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CARRETERA AMEALCO - SAN ILDEFONSO  
KM 17, QRO.

ARTESANIASBADU   


DESIGNER-CRAFTSWOMAN

# MANOS INDIGENAS BY MARIA CELIA

Our hats are exclusive and personalized to the taste of our clients. We design hats handmade from natural fibers, suede fabric, and leather, crafted in family workshops using heat presses.

Our hatbands, known as "toquilla," are embroidered by indigenous Otomi women from the community of San Idelfonso, in the municipality of Amealco. The embroidery is done on linen fabric using silk threads, creating delicate and fine embroidery.

The designs are highly original and versatile, as they can be easily combined and are of excellent taste

MANOS INDIGENAS

## INCLUSION



Our artisans work from their homes, which allows them to take care of their families while having a secure income. We encourage embroidery among young Otomi women to continue this beautiful tradition of embroidery. We support the inclusion of each of our artisan individuals, respecting their limitations, preferences, and culture.

## SUSTAINABILITY



Our designs represent the roots of the traditions and customs of Otomi culture, featuring symbols of nature such as the maguey flower and birds, which hold great importance in this culture.

We promote traditional embroidery techniques, using delicate threads and subtle colors for the perfect combination in their attire.

We care for the environment and our nature. We follow an artisanal process from hat-making to the smallest details, ensuring quality and creating unique designs that represent our Mexican culture. We promote fair wages and support the work of our artisan individuals.

## DESIGNER-CRAFTSWOMAN



Technique  
Fedora-style hat, two-tone in ivory and black, featuring a fine linen ribbon hand-embroidered by indigenous Otomi women using silk thread. Finished with a gold-plated chain and feather accessories

# BO AZABACHE

- Region - Queretaro
- Production - 16 hours
- People - 4 women

MANOS INDIGENAS

# T'AXI



FOTOGRAFIA - @CARONOVAS

## Technique

Handcrafted Texmex-style hat, ivory color, with a cream-colored linen ribbon hand-embroidered by indigenous Otomi women using brown silk thread. It features a fringe trim and a clip accessory with a flower

- Region - Queretaro
- Production - 16 hours
- People - 4 women

## DESIGNER-CRAFTWOMAN



## MANOS INDIGENAS

KÜHÜ

Technique  
Cordobes-style hat, ivory color, with a Spanish ribbon and an Otomi touch, finished with a clip and a flower

Region - Queretaro  
Production - 10 hours  
People - 2 women

DESIGNER-ARTISAN

# XIZA CRUST



Technique  
Indiana-style hat, brown color,  
with a navy blue linen ribbon,  
hand-embroidered by Otomi  
indigenous women in white silk  
thread, finished with a feather



Region - Queretaro  
Production - 10 hours  
People - 2 women

# XUI NIGHT



Technique  
Indiana-type hat, black, with  
black linen strip, hand-  
embroidered by indigenous  
Otomi women in cream-colored  
silk thread, finished in feather

## DESIGNER-CRAFTSWOMAN



PHOTOGRAPHY - @ANGELCRUZWEDDINGPHOTO



- Technique  
Cordovan-type hat, red, with a black linen strip, hand-embroidered by indigenous Otomi women in gold-colored silk thread and a touch of gold plate

## MANOS INDIGENAS

# THENI

- Region - Queretaro
- Production - 16 horas
- People - 4 women

MANOS INDIGENAS

# BÖNGI



● Technique  
Cordobes-style hat, ivory color with a white Spanish ribbon, feather details

● Region - Queretaro  
● Production - 10 horas  
● People - 2 mujeres



## DESIGNER-CRAFTWOMAN

- Technique  
Indiana-style hat, mustard yellow color, with a navy blue linen ribbon, hand-embroidered by indigenous Otomi women in mustard silk thread

MANOS INDIGENAS

# K'AST'I AMARILLO



- Region - Queretaro
- Production - 10 hours
- People - 2 women



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**The editing, design, and development of this catalog were supported by:**

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YEAR OF CREATION 2023

 Destination  
Wedding  
Specialist  
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