



GOBIERNO DE
MÉXICO

TURISMO
SECRETARÍA DE TURISMO

Mexican Designers Romance Tourism

Presented By



GOBIERNO DE LA
CIUDAD DE MÉXICO

SECRETARÍA
DE TURISMO





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 Mexico City 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.

CRAFTSWOMAN

ZARAMLA

TEXTILE JEWELRY

Pieces made of 925 silver with encapsulated textile fabrics, in earrings, pendants, and rings.

Pieces made of 925 silver using the technique of stitching with natural fibers such as cotton and silk.

Also, jewelry with value, where any object of sentimental value can be encapsulated.

TEXTILE ATTIRE

Pieces woven on a colonial loom with natural fibers such as wool and cotton. Gabanes.

Rebozos.

Huipiles.

ACCESSORIES

Pieces woven on a colonial loom with natural fibers such as wool and cotton.

Tablecloths.

Table runner.

Decorative cushions.

ZARAMLA

SUSTAINABILITY

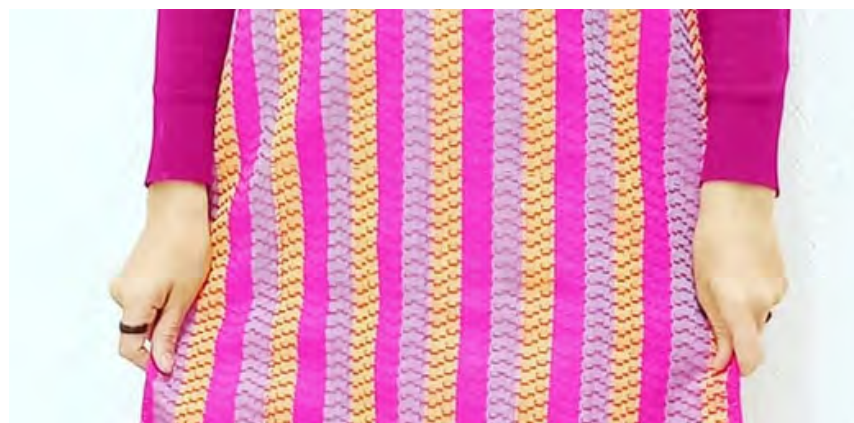


We support social sustainability by offering pieces that make sense in their environment, daily life, and culture. Environmentally, we work with natural fibers dyed with natural pigments, avoiding contamination of water with chemical dyes.

CRAFTSWOMAN



- Technique - Colonial loom
- Region - Mexico City
- Production - 40 hours
- People - 1



FOTOGRAFÍA - @TATIANAALMARAZZARAMLA

ZARAMLA

HUIPIIL

- Technique - Colonial loom
- Region - Mexico City
- Production - 60 hours
- People - 1

CRAFTSWOMAN

JACARANDA

- Technique - Encapsulation of textile fabric
- Region - Mexico City
- Production - 45 hours
- People - 2



MANDALA

- Technique - Hand embroidery, hand weaving
- Region - Mexico City
- Production - 8 hours
- People - 3

ZARAMLA

HALF MOON

- Technique - Texture encapsulation: silk thread, coral and cactus fiber
- Region - Mexico City
- Production - 45 hours
- People - 2



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ZARAMLA.JOYERIATEXTIL 
ARIANAZEDZARAMLA 

GOMITA

ARTE TEXTIL

This collection includes several garments: two quexquémitl, one shirt, and eight vests. All of them are made on a floor loom using the twill and plain weave technique, with bonded cotton threads. The backstrap loom is also used to create other garments and accessories, but its production time is slower.

The quexquémitl is a traditional Mesoamerican garment with deep roots in the history of various indigenous communities. Its use is still prevalent, and the contribution of the artisan lies in crafting it using traditional, handmade techniques, resulting in unique pieces.

The shirt features traditional embroidery that is still applied to canvases and garments from various parts of the country, showcasing characteristic styles such as Tenango de Doria in Hidalgo, Mazahua embroidery from the State of Mexico, and Jalapa de Díaz in Oaxaca. In all cases, the original configuration is respected, and the embroidery is only applied to new versions of clothing, in white or as accessories.

The vests, on the other hand, offer vibrant or understated designs that create repetitive patterns with textured stitching. They are an interpretation for users who appreciate the craftsmanship and uniqueness.

Thus, the value proposition of these handmade garments lies in their uniqueness, irreplaceability, and originality, as well as in preserving traditional motifs applied to new clothing.

INCLUSION



The production of fabrics and canvases using artisanal looms, whether floor looms or backstrap looms, is an ancient technique that is not only taught within indigenous community families but has also influenced the learning of these techniques in formal schools such as the School of Design and Crafts (EDA) and the School of Design of the National Institute of Fine Arts (EDINBA), for example.

The application of the knowledge acquired in these schools has always been done in a respectful manner, emphasizing the dignity of craftwork and preserving the techniques that have shaped the identity of our multicultural country.

SUSTAINABILITY



The artisanal processes become tangible in these garments, which are offered directly to consumers. This allows the user to get to know the artisan who creates them, eliminating intermediaries that can sometimes increase the cost of products and also lack understanding of the worldview present in the motifs used for decoration. At the same time, the use of appropriate technologies, rather than industrial ones, is advocated, resulting in minimal environmental impact.

CRAFTSWOMAN

QUEXQUÉNITL



- Technique - The fabric is made using a floor loom, employing a plain weave with textured ribbing. The construction is done by hand
- Region - Mexico City
- Production - 15 days
- People - 1



GOMITA ARTE TEXTIL

- Technique - Industrial manufacturing, Jalapa de Díaz embroidery technique
- Region - Mexico City
- Production - 15 days
- People - 1



SHIRT

CRAFTSWOMAN

GOMITA ARTE TEXTIL

VESTS



• Technique - Canvas made on a floor loom, plain weave with textured ribbing, handmade construction

• Region - Mexico City
• Production - 15 days
• People - 2

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OYAMA

My name is Oyama, and I am from San Sebastián Zumpango de Ocampo, State of Mexico. I currently reside in Mexico City. My great-grandmother taught us how to sew and embroider, which sparked my love for what I do: reinventing new things and encouraging people to dare to use different items without losing their style.

I create and transform accessories in general, using both artisanal and commercial pieces and textiles, adding a unique touch without compromising their cultural richness. My intention is to step away from the conventional and showcase the craftsmanship and history behind each artisan's work. I merge techniques to ensure that each piece is of high quality, and in many cases, they are one-of-a-kind.

INCLUSION



I support artisans directly by purchasing their pieces at fair prices because I know and understand the effort it takes to create any kind of piece. This is why I always ask for permission to intervene in their work and give it a new aspect, aiming to enhance each piece even more by combining various techniques into a single accessory.

SUSTAINABILITY



I support social sustainability by being willing to learn techniques, socialize directly with artisans, and understand the effort it takes to create each piece. From an environmental standpoint, I strive to use products made from natural fibers, minimize textile waste, and make the most of every inch of fabric, leather, gemstones, etc. I acquire the pieces directly from artisans, avoiding intermediaries, and ensure fair prices, even if they assist me in the creation of a piece. My motto, like that of many others in this field, is "NO NEGOTIATION" because, in addition to being a designer, I also have my artisanal side. When transforming a piece, I need to embroider, dye, sew, paint, in order to create a high-quality accessory that highlights both the craftsmanship of the artisan and my own work.



TOGETHER WE WILL GO

- Region - Zumpango, San Miguel de Allende and Mexico City
- Production - 24 hours plus the time of the other artisans involved
- People – 3

Technique - Suede-style hat from Zumpango, hand-painted brass heart from San Miguel de Allende, metal "milagros" (miracles).

- Region - Zumpango, San Miguel de Allende and Mexico City
- Production - 35 hours plus the time of the other artisans involved
- People – 3

HEART IN BLOOM



Technique - Suede-style hat from Zumpango, fabric flowers, hand-painted brass heart from San Miguel de Allende.

DESIGNER - CRAFTSWOMAN

OYAMA



PRE-HISPANIC LOVE

- Technique - Necklace made of 100% raw cotton, resin Aztec calendar crafted in Teotihuacán and wool tlapiál from Veracruz.
- Region - Teotihuacan, Veracruz and Mexico City
- Production - 36 hours
- People – 3

DESIGNER - CRAFTSWOMAN

OYAMA

BEAUTIFUL WOMAN

- Technique - Suede-style hat from Zumpango, hand-painted heart from San Miguel de Allende, paper flowers.
- Region - Zumpango, San Miguel de Allende and Mexico City
- Production - 28 hours, plus the time of the other artisans involved
- People - 3



- Technique - Cardboard bag with leather, Tenango embroidery from Hidalgo, wool tlapial from Veracruz and lined with a paliacate fabric.
- Region - Fusion of Hidalgo, Veracruz and Mexico City
- Production - 72 hours, plus the time of the other artisans involved
- People - 5



XAMIGUA

DESIGNER - CRAFTSWOMAN

OYAMA



MIRACLE OF THE HEART

- Technique - Hand-carved antique brass with a collar made of 100% raw cotton, featuring metal pieces.
- Region - Mexico City
- Production - 24 hours
- People - 3

DESIGNER - CRAFTSWOMAN

OYAMA

DISCRETION



- Region - Zumpango, Santa Fe, Veracruz and Mexico City
- Production - 24 hours plus the time of other artisans and jewelry designer
- People - 3

Technique - Chamois hat from Zumpango, metal flowers from Santa Fe jewelers, tlapiál from Veracruz.

SUBTLE LOVE



- Region - Zumpango, Veracruz, Peru and Mexico City
- Production - 24 hours plus the time of other artisans
- People - 3

Technique - Zumpango-style suede hat, Veracruz tlapiál and hand-embroidered wool shawl from Peru.

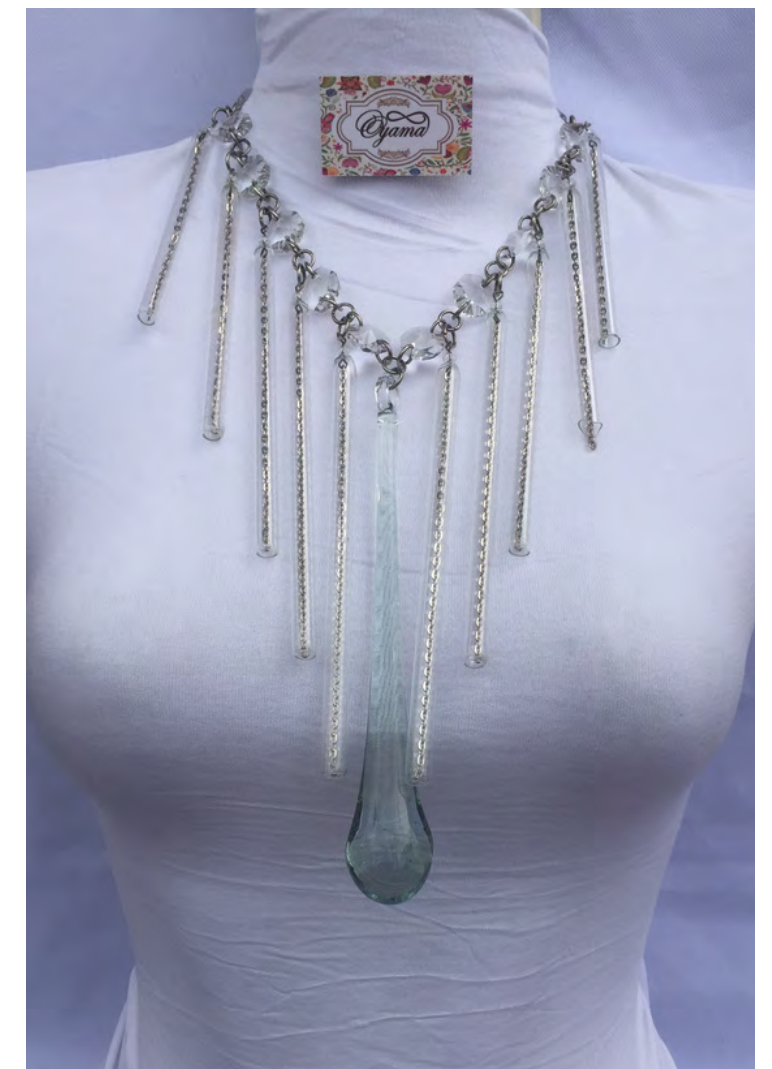


LOVE OF TWO

- Technique - Fabric flowers, suede-like hat from Zumpango, hand-painted brass heart from San Miguel de Allende
- Region - Zumpango, San Miguel de Allende, and Mexico City
- Production - 24 hours plus the time of other artisans
- People – 3

- Technique - Blown glass
- Region - Guanajuato and Mexico City
- Production - 50 hours
- People – 2

LAMP DROP



FATH & LOVE



- Technique - Cotton necklace with wire-wrapped crystals and resin Virgin made by an artisan from Teotihuacan
- Region - Teotihuacan and Mexico City
- Production - 50 hours
- People - 2

- Technique - Fine palm weaving from Toluca, hand-painted brass heart from San Miguel de Allende, paper flowers, plastic leaves
- Region - Toluca, San Miguel de Allende and Mexico City
- Production - 24 hours plus the time of the other artisans
- People - 4



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SAN JERONIMO NUMERO 12 ALTOS 10, COLONIA
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OYAMACY / OYAMADESING 
OYAMA OYAMA 



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