



GOBIERNO DE  
**MÉXICO**

**TURISMO**  
SECRETARÍA DE TURISMO

# Mexican Designers Romance Tourism

Presented By







# 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 Jalisco 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.

# BALVANEDA

Our garments are made with cotton fabric, and we create all kinds of clothing for any occasion. Our added value lies in the use of embroidery techniques from the state of Jalisco, incorporating the flora and fauna of our region. All of our garments are 100% hand-embroidered.

## INCLUSION

Our workshop is formed by family members, and we are all homemakers who have also embarked on our business professionally. We have also had individuals with disabilities among our team, who learn and develop a passion for artisanal techniques.

## SUSTAINABILITY

Through the creation of our textiles, we preserve our local culture and incorporate themes and traditions of our state. The flora and fauna are recurring motifs that, like the traditional clay of Tlaquepaque, are hand-painted onto our textiles. In terms of environmental impact, we prioritize the use of natural materials to minimize harm to the environment throughout the textile production process.

DESIGNER

BALVANEDA

HUMMINGBIRD

FLORA



- Technique: Hand-painted textile
- Region: Jalisco
- Production: 50 hours
- People: 2



DESIGNER

BALVANEDA

# HUMMINGBIRD



Technique - Mexican  
talavera embroidery

Region - Jalisco

Production - 70 hours

People - 2



# ROSES SWEATSHIRT



- Technique: Buttonhole stitch
- Region: Jalisco
- Production: 40 hours
- People: 1



- Technique: Buttonhole stitch
- Region: Jalisco
- Production: 25 hours
- People: 1

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

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JALISCO  
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YEAR OF CREATION 2023

 Destination  
Wedding  
Specialist  
Association