



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 Michoacan 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.



# ESMERALDA PIO

The process of creating our party dresses is based on the client's ideas and Esmeralda Pio's creativity. It begins with a sketch, followed by the selection of fabrics and colors, taking into consideration textures, tones, quality and budget. Measurements are then taken and traced using the CYC method. Next, the fabric is cut using the patterns and sewn together using a straight stitch machine and finished with an overlock machine. The result is a trial dress that is presented to the wearer for necessary adjustments. Final details such as embroidery, gemstones and other accessories are added, including copper pieces crafted by artisans from Santa Clara del Cobre, Michoacan. These pieces can range from small details applied to the bodice and skirt of various designs to custom-made corsets, bustiers, shoulder pads, and belts using different hammered copper techniques. These techniques include patinated copper, which presents a variety of colors ranging from greenish-blue, blue, silver, gold, brown, black and combinations thereof. Another technique is annealed copper, which has a distinctive carmine red color. Natural and polished copper, which we are all familiar with, is also used. In this way, we promote our craftsmanship and culture at a national and international level.

## INCLUSION



Our work promotes the inclusion of skilled female artisans and male artisans by using copper pieces created in the aforementioned techniques. We also collaborate with women artisans who are known for their intricate and beautiful jewelry, which we incorporate into our designs as accessories or appliques.

## SUSTAINABILITY



We support sustainability by generating new market opportunities and sources of income, due to creativity in the use and application of copper in fashion.

# COPPER PRINCESSES



- Technique - CYC
- Region - Santa Clara del Cobre
- Production - 30 hours
- People - 1

- Technique - Repoussé copper with hummingbird and flower design, polished
- Region - Santa Clara del Cobre
- Production - 80 hours
- People - 2

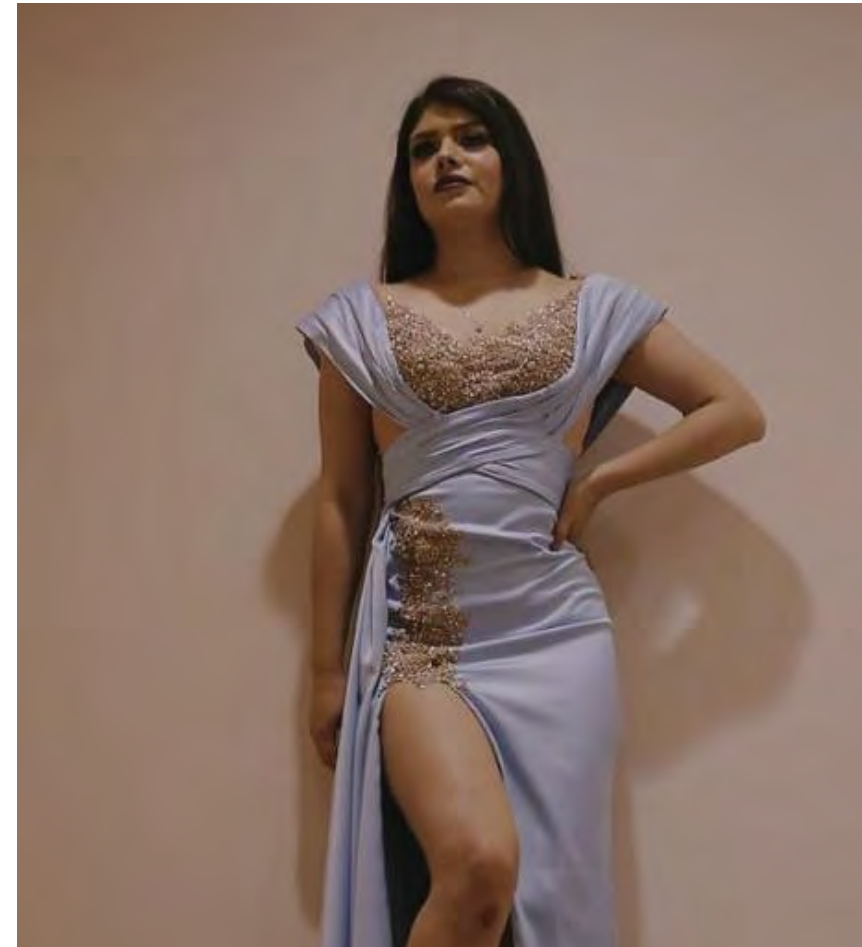
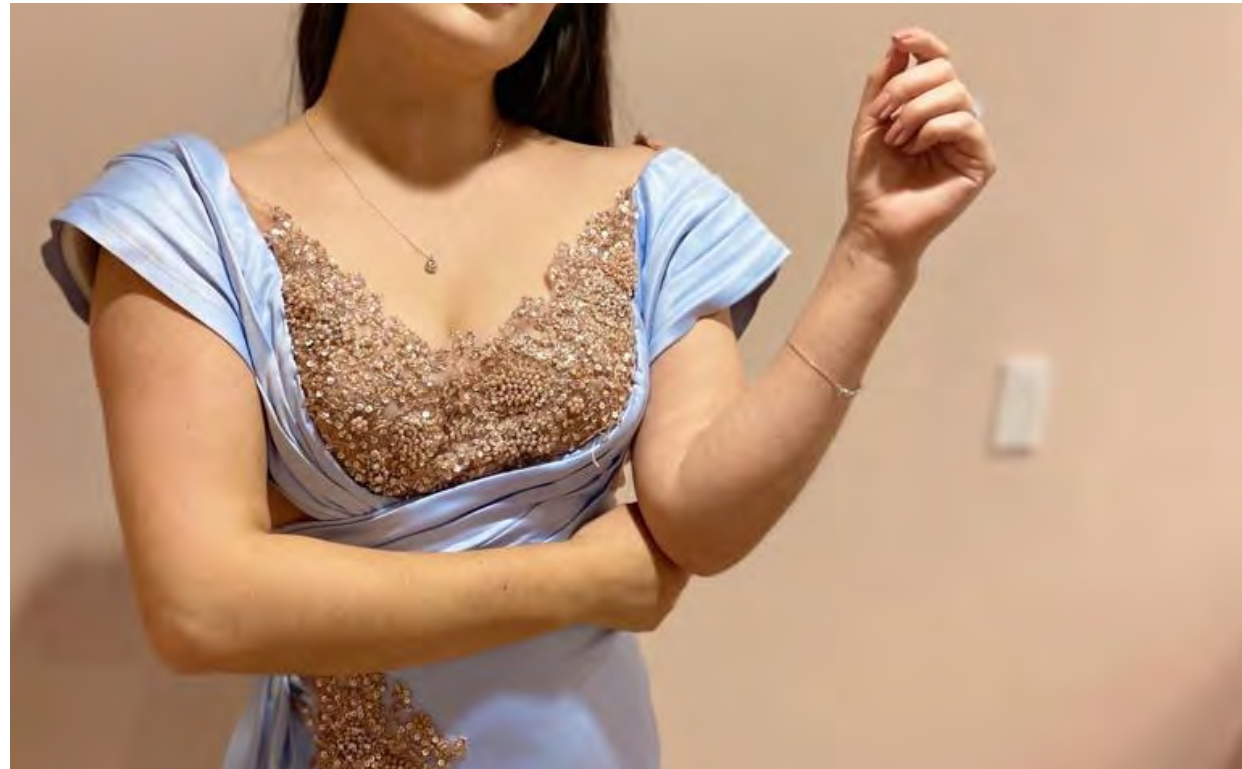


# PINK NIGHT



DESIGNER

ESMERALDA PIO



GREEK  
BLUE

- Technique - CYC and hand embroidery
- Region - Santa Clara del Cobre
- Production - 30 hours
- People - 2

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GONZALO CRUZ NUMERO 70, COL. CENTRO, SANTA CLARA  
DEL COBRE, MICHOACAN

BYESMERALDA 

DESIGNER-CRAFTSWOMAN

MARY CLARA VARGAS

# MARY CLARA VARGAS

We create handmade jewelry and crafts, including necklaces, earrings, bracelets, headbands, brooches, rings, keychains, and other accessories using seeds, dried fruits, shells, fish scales, carved wood, cactus fiber, as well as miniature handmade pieces made of wood, stone, clay, copper, palm, and more. We use leather, threads, fabrics, and natural fibers as the base, woven or braided using various techniques such as wire wrapping, macrame, weaving loom, cross-stitch embroidery, peyote stitch, and brick stitch.

We give a second chance to any natural material that can be recycled and reused. Combining them with semi-precious stones, volcanic rock, cultured pearls, Chiapas amber, crystals, wires, beads, clay, resin, and gold and silver plated accessories, we create colorful, joyful, and beautiful pieces that enhance the image and mood of the wearer.

For dresses and blouses, we use cotton fabrics, pet/cotton (an ecological textile), and hemp/cotton, with fresh and simple designs that serve as a backdrop to showcase the handmade jewelry.

Our mission is to create unique pieces using mostly natural materials, contributing to the promotion of the cultural and natural richness of our region, as well as promoting respect and conservation of the environment.



INCLUSION



Family business where we aim to develop the skills of each individual, so they feel useful and active, while also earning income to meet their needs by doing what they love.

SUSTAINABILITY



In this microenterprise, we take pride in respecting and promoting the traditions, cultural attractions, and natural wonders of our state and country. We prioritize the use of natural elements and miniature crafts in the creation of our pieces, which we source from producers, collectors, and artisans from at least 6 communities in the states of Michoacán, Guerrero, and Chiapas. We ensure fair compensation for these inputs, paying a just price. Additionally, we promote care and respect for nature. Our products are entirely handmade, of high quality, and offered at a balanced and fair price that benefits all participants involved in their creation, as well as the final buyer.



# QUITA

## PENAS



- Technique - Palm-woven fabric with "quita pena" (sorrow remover)
- Region - Uruapan
- Production - 5 hours
- People - 2

# LITTLE COW



- Technique - Macrame with cowpea beans and jojoba seeds
- Region - Uruapan
- Production - 5 hours
- People - 2



- Technique - Palm weaving, seed crafts, and crystals
- Region - Uruapan
- Production - 5 hours
- People - 2

# FLOWERS PALM





COFFEE

RAW

- Technique - Macrame with raw coffee
- Region - Uruapan
- Production - 5 hours
- People - 2



BOWTIE

FALL

- Technique - Fabric with a variety of seeds
- Region - Uruapan
- Production - 5 hours
- People - 2



COFFEE

URUAPAN

- Technique - Macrame with roasted coffee and macadamia shell
- Region - Uruapan
- Production - 5 hours
- People - 2



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CALLE 3 NUMERO 5, COL. EDUARDO RUIZ,  
URUAPAN, MICHOACÁN

MARYCLARAVARGAS 

# MARIA IGNACIA CEROS

This family business is dedicated to the artisanal production of "huanengos" (from the Purépecha language "uanenju," which means blouse) and cross-stitch woven shawls (a popular form of embroidery using stitches that form X shapes), preserving and promoting the use of traditional clothing from Mexican communities.

## INCLUSION



This family business is inclusive, as it provides job opportunities for people with disabilities.

## SUSTAINABILITY



The traditional designs are slightly modified and then sent to a designer for sewing. This way, the use of traditional designs is respected and promoted, along with the preservation of traditional Purépecha techniques. Natural materials such as cotton fabric are used in the making of each piece.

Being a family business not only provides sustenance for the family itself but also supports other families through the income generated by their work in the business.

DESIGNER-CRAFTSWOMAN

MARIA IGNACIA CEROS

# DRESS



- Technique - Cross-stitch
- Region - Zacan
- Elaboration - 90 hours
- People - 2

- Technique - Cross-stitch
- Region - Zacan
- Elaboration - 80 hours
- People - 3



# BLOUSE



DESIGNER-CRAFTSWOMAN

# SHIRT



- Technique - Cross-stitch
- Region - Zacan
- Elaboration - 60 hours
- People – 2

# BLOUSE 2



- Technique - Cross-stitch
- Region - Zacan
- Elaboration - 60 hours
- People – 2

# HUANENGO



- Technique - Cross-stitch
- Region - Zacan
- Elaboration - 30 hours
- People – 1

MARIA IGNACIA CEROS

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MIGUEL HIDALGO, BARRIO DE LA CANDELARIA,  
LOCALIDAD DE ZACAN, LOS REYES, MICHOACAN

# NICOLAS XIMENO

Our manufacturing process involves creating custom pieces according to the preferences of our clients, using high-quality materials. The adaptation process typically takes around one month, although it may extend up to three months, depending on the complexity of the piece. Approximately 80% of our garments feature artisanal embroidery and high couture techniques, adding a touch of craftsmanship and elegance.

## INCLUSION



As a brand, we have maintained our belief that inclusion is everyone's work, and therefore, we value each person within every area.

## SUSTAINABILITY



We are a brand that promotes recycling and always seeks to make a positive impact in our environment.



# MEXICO'S

## BRIDE



PHOTOGRAPHY - Melisa Ávila

- Technique - Contemporary sewing, handmade neglille embroidery with stone embellishments
- Region - Central Mexico
- Production time - 744 hours
- People - 2 seamstresses, 2 embroiderers and 1 designer

# fashion

Nicolás  
Jimeno  
MEXICO



- Technique - Straight sewing, industrial embroidery, and hand-applied embellishments
- Region - Jalisco
- Production time - 36 hours
- People - Seamstress, embroiderer, designer



- Technique - Industrial sewing and embroidery, with hand-applied embellishments & neglille (French technique)
- Region - Virreinato Morelia
- Production time - 600 hours
- People - 2 seamstresses and 1 designer

## QUEEN DRESSES



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Nicolás  
Ximeno  
MÉXICO

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CENTRO, APATZINGAN, MICHOACAN

NICOLASXIMENO   


# REBOZ-ARTE

Our pieces are exclusive and customized to the taste and needs of our clients. Everything is made from Mexican rebozo canvas and chalinas from the state of Michoacán. The technique used for these garments involves manufacturing them on wooden looms with handcrafted rapacejos made by women from the La Piedad region, using artícela. When transformed, they acquire added value through hand-painted floral designs created with different textile painting techniques, resulting in an elegant finish.

We also create unique pieces using the untransformed canvas, adding value through design and textile painting.

## INCLUSION



All our product labels feature descriptions in Braille. We are an inclusive brand that is open to hiring individuals with physical disabilities, including employees and artisans. We believe in providing equal opportunities for everyone and creating an inclusive work environment.

## SUSTAINABILITY



In our project, we support artisans from the region of Michoacán, particularly from the city of La Piedad and surrounding communities, to continue having dignified work without having to migrate or change their occupation. We specifically aim to empower women who are engaged in the 100% manual labor of creating rapacejo. By providing them with opportunities to earn income for their families, we ensure the continuation of this traditional craft that has prevailed in the region for over 100 years, passing down from one generation to another.



DESIGNER

REBOZ-ARTE



PONCHO

- Technique - Textile painting with porcelain technique
- Region - Michoacan
- Elaboration - 6 hours
- People – 2

- Technique - Textile painting
- Region - Michoacan
- Elaboration - 6 hours
- People – 2

BLUSON





DESIGNER

# BLOUSE

- Technique - Textile Design
- Region - Michoacan
- Production - 2 hours
- People - 1



FOTOGRAFÍA - JESÚS RODRÍGUEZ

# CHALINA

- Technique - Textile painting with porcelain technique
- Region - Michoacan
- Production - 10 hours
- People - 1

REBOZ-ARTE

# CLOAK



- Technique - Textile painting with porcelain technique
- Region - Michoacan
- Production - 6 hours
- People - 2



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The logo for 'RebozArte' is displayed in a golden-yellow color against a black rectangular background. The word 'Reboz' is written in a flowing, cursive script, while 'Arte' is in a clean, modern sans-serif font. A small butterfly icon is positioned above the final 'e' in 'Arte'.

HOTEL HOLIDAY INN KM 2.5 CARR. LA PIEDAD-  
GUADALAJARA, LA PIEDAD, MICHOACAN

REBOZ-ARTE  
BYROCIOCONTRERAS 

# KAFE ARTESANIAS

Production of handicrafts in different styles using natural materials sourced from the coastal region: fruits, seeds, plants, trees, vegetables (coconut, palm, vine, tabachin, deer's eye, etc.); urban crafts; combining various techniques such as wirework, pyrography, carving, weaving, sgraffito, etc. With a 35-year trajectory. Registered with the Michoacan Artisan Institute.

## INCLUSION



The artisanal products are inspired by the biocultural zone of the coast, as well as the activities of the region. Therefore, people with disabilities from marginalized areas or communities can create/recreate certain or new crafts based on the techniques of folk art that we use. This provides employment opportunities and improves the quality of life for individuals in such situations.

## SUSTAINABILITY



The main materials for each artisanal piece are obtained from the coastal region, using techniques of responsible collection that respect the natural environment. We consciously utilize natural resources without causing harm or damage to the environment. Additionally, the manufacturing processes are predominantly manual, minimizing the use of equipment or devices that have a negative impact on the environment. Throughout the production process, there are no emissions into the atmosphere, generation of hazardous waste, or disruption to ecosystems. We also employ treatments based on the natural conditions of the region, such as sun drying and sun baking. We primarily use manual tools, with minimal reliance on electric-powered ones. In the majority of our artisanal pieces, we strive to represent the biocultural identity, customs, and activities of the coastal region.



# NECKLACE

- Technique - Cutting, carving, natural polishing
- Region - Costa Lazaro Cardenas
- Production - 18 hours
- People - 2



# HANDBAG



- Technique - Cutting, carving, natural polishing, textile sewing
- Region - Costa Lazaro Cardenas
- Production - 18 hours
- People - 2



- Technique - Cutting, carving, natural polishing and weaving.
- Region - Costa Lazaro Cardenas
- Production - 15 hours
- People - 2

# SET



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CALLE KIWI, MANZANA B, LOTE NUMERO 12, FRACC. LA  
HUERTA, LAZARO CARDENAS, MICHOACAN

KAFEARTESANIAS   




# COBRE MODERNO

The brand stands out for the quality of its pieces as well as their artisanal craftsmanship.

## INCLUSION



We preserve our traditions through fair trade of handicrafts, creating a direct connection between the artisan and the owner.

## SUSTAINABILITY



Your piece is part of something much bigger. We believe that what you purchase is a conscious choice to support something, and we know that we can make a significant impact with the collective effort of our community. Beyond giving back, we are setting a new standard for happy, fair, and ethical places. Because our workshop is filled with people who love what they do.

COBRE MODERNO

# PINK BALLS



PHOTOGRAPHY - @MAGENTASTUDIOS

- Technique - Handwoven with design
- Region - Santa Clara del Cobre
- Production - 32 hours
- People - 2

- Technique - Handwoven with design
- Region - Santa Clara del Cobre
- Production - 12 hours
- People - 1



DESIGNER - CRATWOMAN



## DECORATED COPPER

- Technique - Hand-hammered and oil painted
- Region - Santa Clara del Cobre
- Production - 18 hours
- People - 2

COBRE MODERNO

## ROSE COPPER



- Technique - Hand-hammered
- Region - Santa Clara del Cobre
- Production - 6 hours
- People - 1

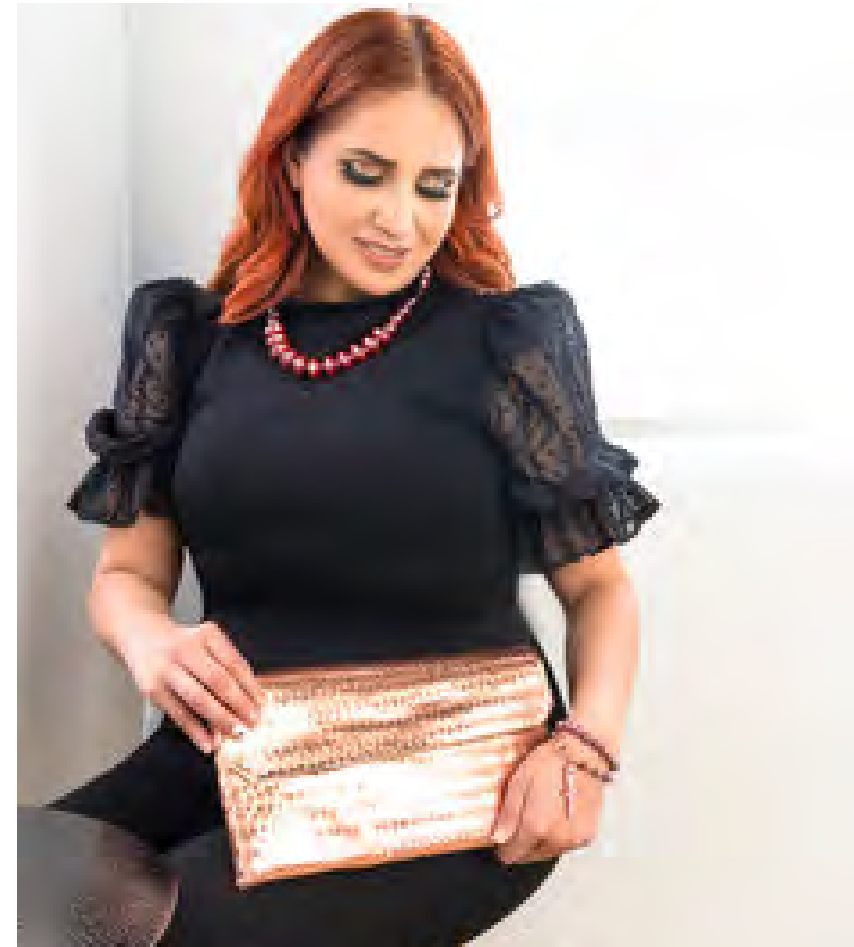
DESIGNER - CRATWOMAN

PHOTOGRAPHY - @MAGENTAStudio255



## B.R. BIG

- Technique - Handwoven copper with design
- Region - Santa Clara del Cobre
- Production - 40 hours
- People - 1



COBRE MODERNO

## PINK BAG

- Technique - Handwoven copper with design
- Region - Santa Clara del Cobre
- Production - 32 hours
- People - 1



DESIGNER - CRATWOMAN

COBRE MODERNO



# NATURAL MYSTERIES

- Technique - Handwoven with design
- Region - Santa Clara del Cobre
- Production - 18 hours
- People – 1

# NATURAL PLAY

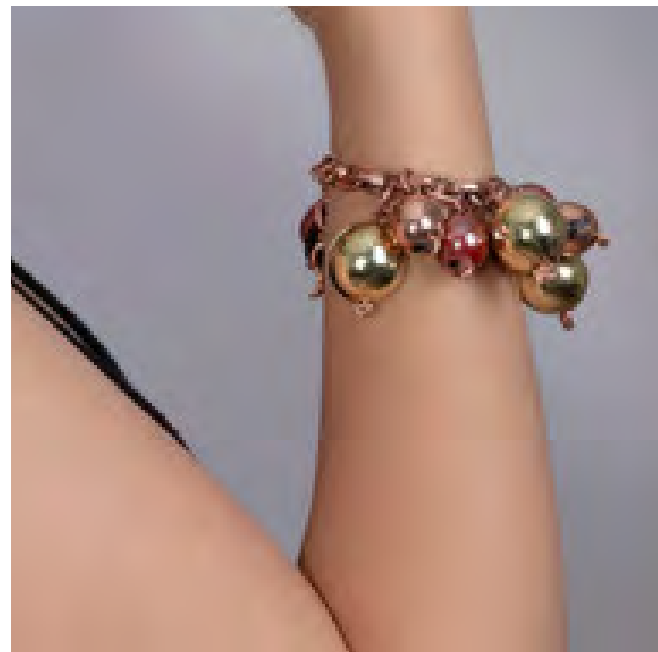
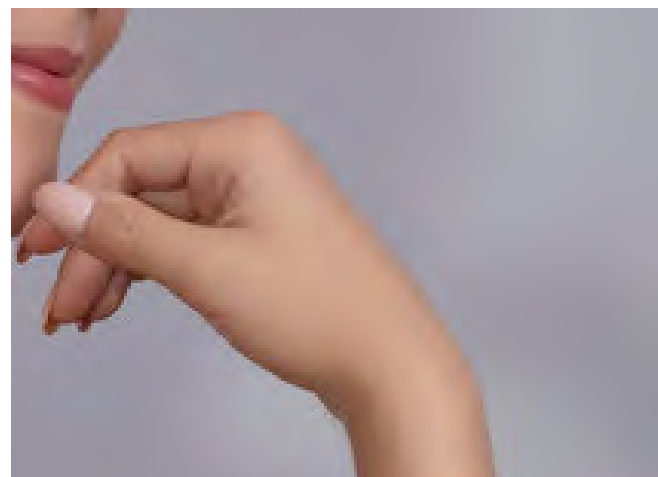
- Technique - Handwoven with design
- Region - Santa Clara del Cobre
- Production - 40 hours
- People – 2



DESIGNER - CRATWOMAN

# MULTICOLORED BALLS

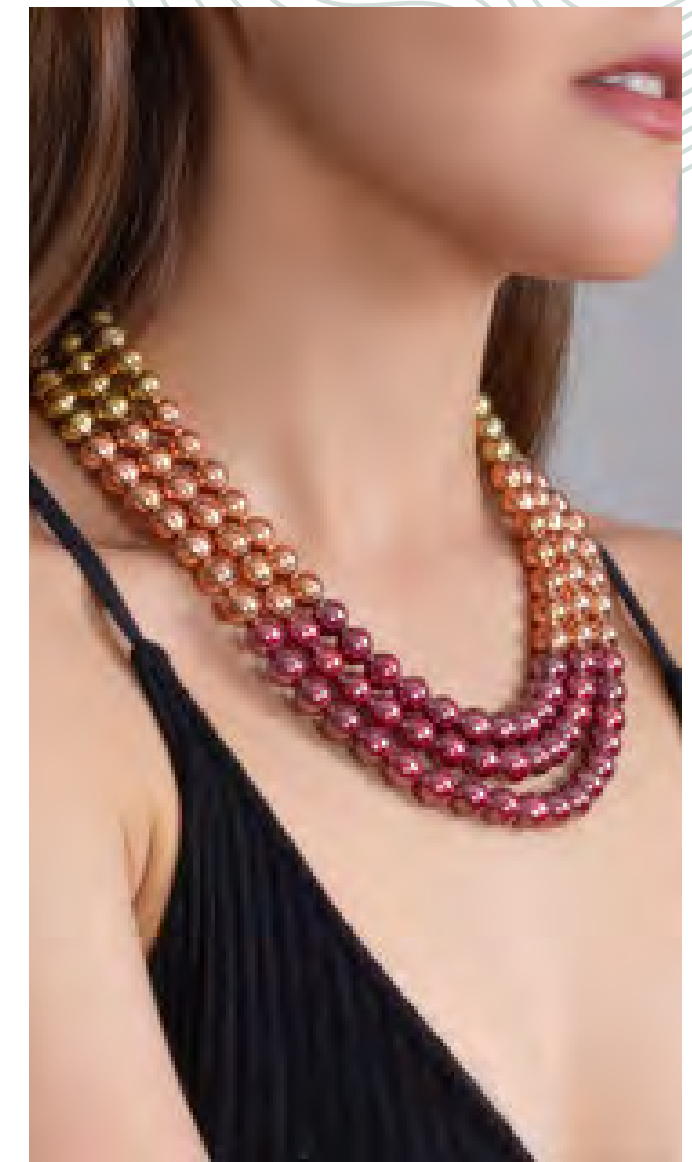
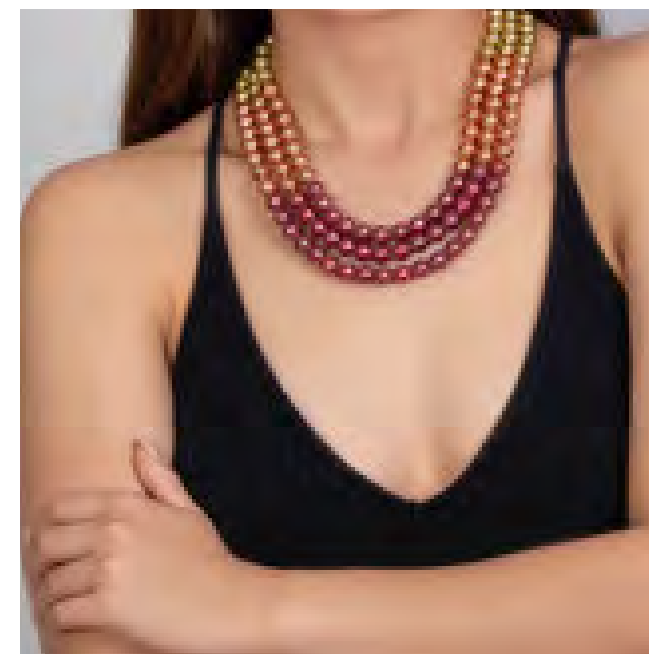
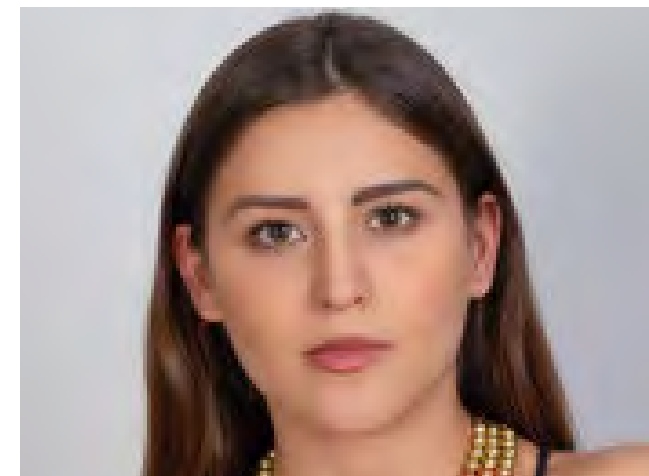
FOTOGRAFIA - @MAGENTASTUDIO255



- Technique - Handwoven with three metals
- Region - Santa Clara del Cobre
- Production - 40 hours
- People - 2

- Technique - Handwoven with three metals
- Region - Santa Clara del Cobre
- Production - 16 hours
- People - 2

COBRE MODERNO



# MULTICOLORED BALLS



# FLAT BALL



- Technique - Handwoven with design
- Region - Santa Clara del Cobre
- Production - 32 hours
- People – 1



DESIGNER - CRATWOMAN

COBRE MODERNO



MATTE  
COPPER

COPPER  
BRAID



- Technique - Handweaving in chain
- Region - Santa Clara del Cobre
- Production - 32 hours
- People - 2



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*Sonia García*

ALLENDE NUMERO 263, COL. CENTRO, SANTA  
CLARA DEL COBRE, MICHOACAN

COBREMODERNO   
SONIAGARCIA   
COBREMODERNO.COM 

# DE CAPULLO

Artisanal jewelry and crafts made with "bombix mori" silk cocoons, hand-painted with natural dyes made from plant extracts, flowers, and fruits, adorned with gemstones and mounted on various materials such as silk thread (shawls), gold, and silver foil.

## INCLUSION



We have a visually impaired artisan, which demonstrates our commitment to inclusivity. We create pieces that cater to all tastes and genders.

## SUSTAINABILITY



Our company supports environmental sustainability by having breeding farms for "bombix mori" silkworms, which are fed with the mulberry trees we plant. We also use natural and recycled dyeing techniques for our products, ensuring that our processes are eco-friendly.



DESIGNER

DE CAPULLO

PHOTOGRAPHY - ROO GONZALEZ



# VIOLET ORCHID

- Technique - Own
- Region - Jiquilpan
- Production - 6 hours
- People – 3

# MULTICOLORED ORCHID



- Technique - Hand-painted silk cocoons
- Region - Jiquilpan
- Production - 7 hours
- People – 2

# COCOON PETALS



- Technique - Own
- Region - Jiquilpan
- Production - 8 hours
- People – 2

## MONARCH



- Technique- Hand-painted silk cocoons
- Region - Jiquilpan
- Production - 25 horas
- People – 3

## TRI MONARCH

- Technique- Hand-painted silk cocoons
- Region - Jiquilpan
- Production - 30 hours
- People – 4



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CONSTITUCION PONIENTE 41, COLONIA TEPEYAC,  
JIQUILPAN, MICHOACAN

CYANIA\_ART



# ARYGIS

## HUANENGOS Y

## BISUTERIA ARTESANAL

Our textile and artisanal jewelry pieces are exclusive designs. The textiles, such as the patakua weave are created on a backstrap loom using traditional techniques with wooden sticks known as "arumos," "tajamanil," "tashukua," "rodador," and "patakua," which are their names in the Purépecha language. The huanengos are made from special loom fabric, hand-embroidered, and assembled using sturdy cotton threads in both textiles.

In addition to that, we create artisanal jewelry using handwoven palm and miniature clay pieces, such as necklaces, earrings, and bracelets. Each design combines modern elements while preserving unique pieces from our Purépecha plateau, such as molcajetes (mortar and pestles), wooden instruments like spoons, molinillos (whisks), tazcales (whisks for preparing atole) and other tools that characterize our region of origin.

### INCLUSION

Inclusion is present in all aspects, showcasing exclusive designs in both textiles and artisanal jewelry with instruments unique to our Purépecha region. We proudly wear the garments that characterize our region of origin. The instruments used by our ancestors and our cultural heritage are incorporated into handmade garments or complementary accessories to our traditional or formal attire. In our case, there are three of us working on the aforementioned crafts, and inclusion is supported as the eldest among us has a disability. She contracted polio as a child, and she is responsible for creating rebozos (shawls) and waist loom pieces, as well as embroidering textile pieces.

### SUSTAINABILITY

By making sales, we contribute to local businesses that sell artisanal fabric for huanengos, threads, as well as businesses within the state when purchasing palm for weaving and paints for clay miniatures.



DESIGNER

PATAKUUA



### REBOZO AND BLOUSE

- Technique - Backstrap loom weaving
- Region - Purepecha plateau, Paracho
- Production - 132 hours
- People - 1

- Technique- Cross-stitch
- Region - Purepecha plateau
- Production - 40 hours
- People - 1

ARYGIS



PUREPECHA  
HUANENCO



DESIGNER

# PALM SEMINAR



- Technique - Handwoven palm with Czech crystals and gold-plated charms or miniature clay pieces
- Region - Purepecha plateau, Paracho
- Production - 3 hours
- People - 1

# PALM AND CLAY



- Technique - Handwoven palm and double-fired clay miniatures with sunflower designs. Combined with Czech crystals.
- Region - Purepecha plateau, Paracho
- Production - 5 hours
- People - 1

ARYGIS



DESIGNER

ARYGIS



- Technique - Handwoven palm in traditional tazcales designs of the Purepecha region
- Region - Purepecha plateau, Paracho
- Production - 5 hours
- People - 1

# TAZCAL PALM



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PROL. HIDALGO 518, COL. CENTRO, PARACHO,  
MICHOACAN

ARY.GIS   
BISUTERIAYHUANENGOSARYGIS 

DESIGNER

POWO KANI

# POWO KANI

Powo Kani by Felipe Sanchez is a Mexican chic design brand that combines various techniques using traditional and natural elements for the creation of our pieces, such as palm, chuspata, rebozo fabric, fish scales, clay, among others.

All our processes are handcrafted in collaboration with artisans from Michoacán, as well as in our own workshops. We blend techniques and elements to achieve a Mexican chic design that embodies quality, innovation, elegance, and functionality.

Each piece is created according to the preferences and desires of our clients, making them unique and infused with the feelings, emotions, and personal taste of those who bring our designs to life.

## INCLUSION



Our workshops collaborate with individuals from diverse cultures, ideologies, social, political, religious, and gender identities. For us, what truly matters is talent and the magic that each person possesses. We strive to encourage and support individuals in developing their talents or even discovering them, because everyone has their own magic and talent to create art. All that is needed is finding the motivation, and we are committed to fostering and nurturing that motivation. Therefore, it doesn't matter who they are or how they define themselves – with us, they always have an employment opportunity, which in turn supports their social and economic development.

We hire without any kind of discrimination. In our company, the most important qualities are the desire for growth and development, the willingness to work, and the passion to create magic with us. Some of our staff members even started without any prior knowledge of the processes or techniques, but we provide them with continuous training and support for their personal development.

## SUSTAINABILITY



We use various natural fibers from waste or mud, we transform matter or various materials giving them reuse to create new pieces, more than recycling it is the modification of matter and processes.





DESIGNER

# THE FISHERMAN

- Technique - Setting
- Region - Tzintzuntzan
- Elaboration - Approx. 72 hours
- People – 3



- Technique - Setting
- Region - Chiapas
- Elaboration - Approx. 78 hours
- People – 2



POWO KANI

MAXI

QUITA PENAS



DESIGNER

POWO KANI

- Technique - Setting
- Region - Cienega de Chapala
- Elaboration - Approx. 78 hours
- People - 3



# RED MUD PEARL

- Technique - Setting
- Region - Santa Fe de la Laguna
- Elaboration - Approx. 78 hours of production, 24 hours of assembling the pieces
- People - 3

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JIQUILPAN, MICHOACAN

POWOKANI   






GOBIERNO DE  
MÉXICO

TURISMO  
SECRETARÍA DE TURISMO

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YEAR OF CREATION 2023

