



GOBIERNO DE
MÉXICO

TURISMO
SECRETARÍA DE TURISMO

Mexican Designers Romance Tourism

Presented By



SECRETARÍA DE
TURISMO Y CULTURA





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 Morelos 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.

DESIGNER

CASA DE MODAS ARIASS

Our pieces are personalized, made to measure and tailored to the preferences of our clients. In most of our work, we use domestic textiles and we also work with high-fashion designs, incorporating hand embroidery in thread or gemstones, adding the required touches requested by our clients.

CASA MODAS ARIASS

INCLUSION



In our company, we support the labor integration of individuals at risk of social exclusion, providing them with a space for socialization and mutual support. We are not only working to acquire resources, but also creating opportunities for them to enter the job market and boost their self-esteem, which is an important aspect. We work in an empowering and mutually supportive environment, as we have local artisans, craftsmen, painters, and artists who collaborate in the production of products that complement our work.

SUSTAINABILITY



In our company, we support social and economic sustainability as we are job creators. We have the responsibility to remunerate our employees fairly and appropriately for their participation in the production of our pieces. We provide our customers with fair and equitable prices when creating their dream garment, or we adapt to their budget with the aim of meeting their needs when requesting our services.

DESIGNER

CASA MODAS ARIASS

Technique - Contemporary
sewing and hand-applied
embroidery

Region - Cuautla

Production - 8 hours

People - 1 designer and 1
embroiderer



PRESENTATION

DESIGNER

CASA MODAS ARIASS



MEXICAN

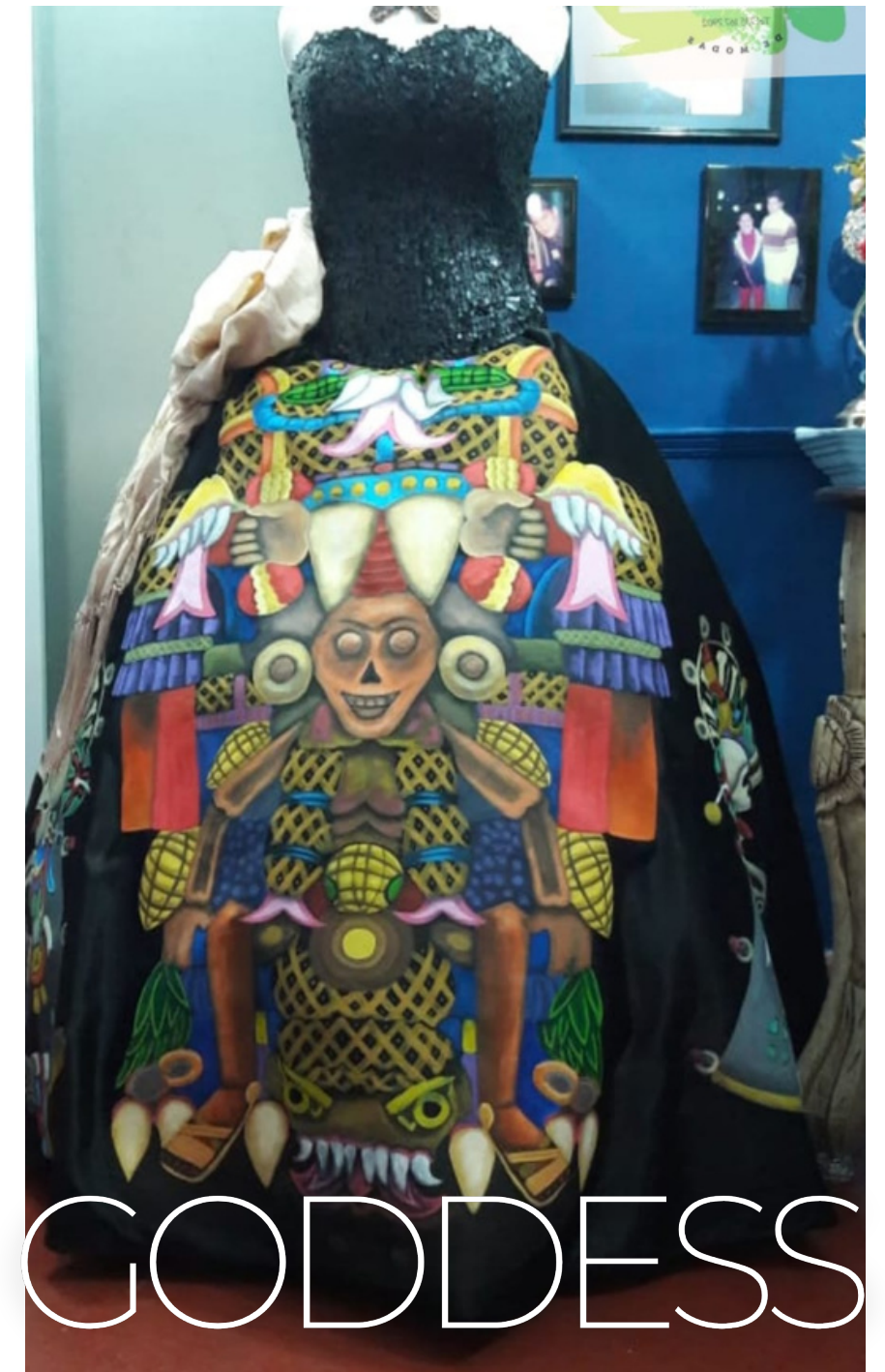
- Technique - Contemporary sewing and hand-applied embroidery
- Region - Cuautla
- Production - 24 hours
- People - 1 designer, 1 seamstress, and 1 embroiderer



FLORAL

- Technique - Contemporary sewing and hand-applied embroidery
- Region - Cuautla
- Production - 16 hours
- People - 1 designer, 1 seamstress, 1 embroiderer, and 1 painter

- Technique - Contemporary sewing, hand painting, and hand embroidery
- Region - Cuautla
- Production - 40 hours
- People - 1 designer, 1 seamstress, 1 embroiderer, and 1 painter



GODDESS COATLICUE

DESIGNER

CASA MODAS ARIASS

TETELA VOLCANO

Technique -
Contemporary sewing,
hand painting, and
hand embroidery

Region - Cuautla

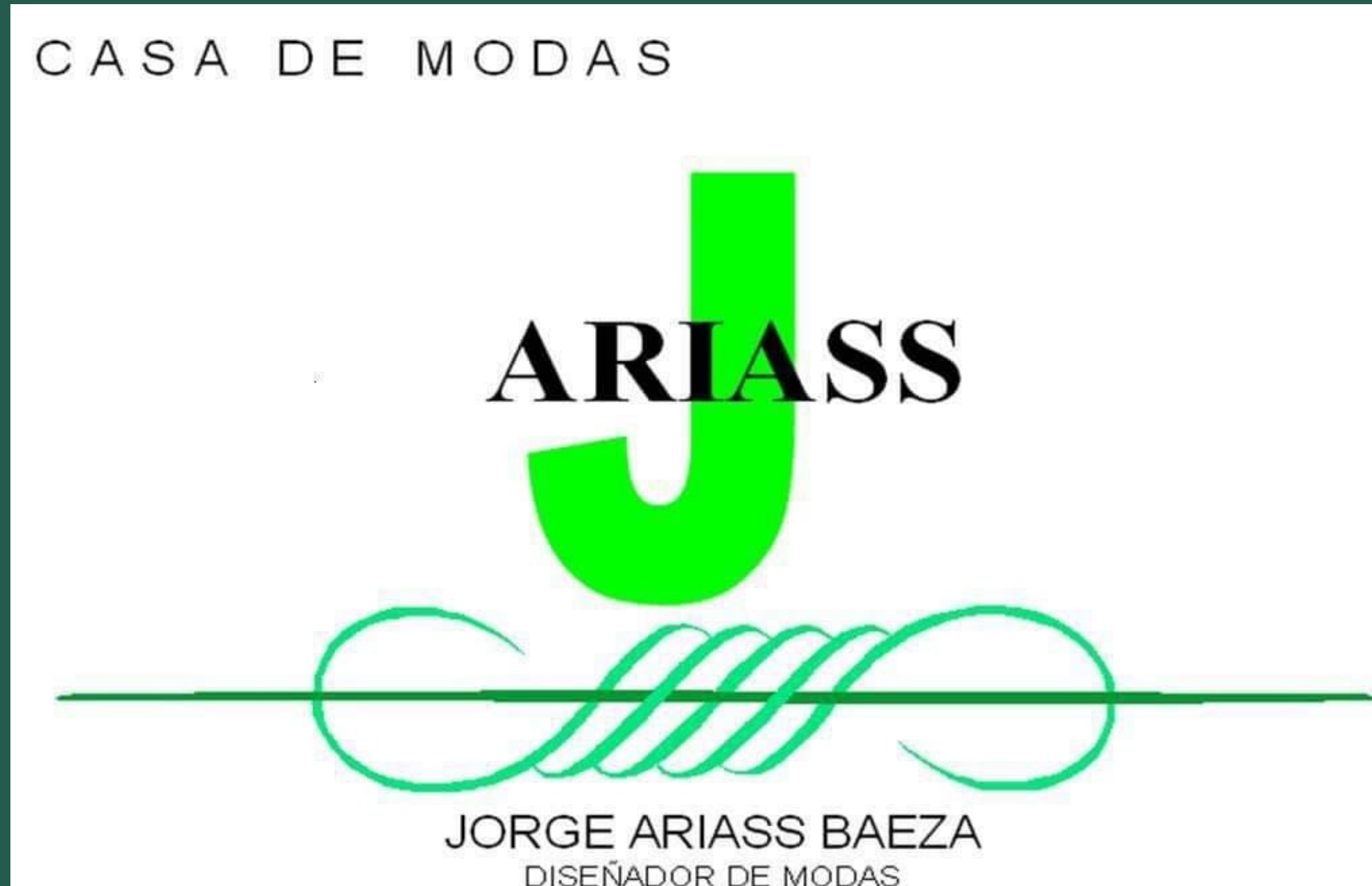
Production - 40 hours

People - 1 designer, 1
seamstress, 1 embroiderer,
and 1 painter



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