



GOBIERNO DE  
**MÉXICO**

**TURISMO**  
SECRETARÍA DE TURISMO

# Mexican Designers Romance Tourism

Presented By



*Nayarit*  
NUESTRO ORGULLO Y COMPROMISO





# 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 Nayarit 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

ADRIANA DE NIZ

# ADRIANA DE NIZ

At Adriana De Niz, we primarily design wedding dresses. We are known for creating custom-made garments tailored to our customers' measurements. We use high-quality materials to ensure optimal results and complete satisfaction of our clients. All our creations are made with haute couture techniques and feature handcrafted embroidery with precious stones.

In addition to wedding dresses, we also create cathedral-length veils and shorter veils. We offer bridal accessories such as bouquets, hairpieces, and garters.



## INCLUSION

On many occasions, we collaborate with artisans from our local community who work with Huichol and Wixárika beadwork to create special orders for our clients. This collaboration adds more identity to each garment and highlights our cultural roots.

## SUSTAINABILITY

We support environmental sustainability by giving all fabric scraps a second purpose. In some cases, we even give them as gifts to people who are also involved in sewing, so they can make the most of them and generate less waste.

We support economic sustainability by collaborating with artisans from our local community, providing fair compensation for their work and giving them the opportunity to sustain their households and improve their quality of life. At the same time, we contribute to the economic growth of the region by fostering local entrepreneurship and stimulating the local economy.



DESIGNER

ADRIANA DE NIZ

# CHANTILLY LACE

- Technique - High fashion. Lace bodice and sleeves, V-neckline. Golden stone belt. Tulle skirt with mesh finishing at the hem.
- Region - Compostela
- Elaboration - 56 hours
- People- 2





DESIGNER

ADRIANA DE NIZ



# PRINCESS

- Region: Compostela
- Production: 66 to 72 hours
- People: 2

# STRAPLESS PRINCESSES



ADRIANA DE NIZ

Technique - High fashion and hand embroidery. Corset-style bodice to enhance the figure, with floral appliques. Veil tulle skirt.

Region - Compostela

Production - 75 hours

People - 2



DESIGNER

# DOTTED TULLE



- Technique: High fashion, hand embroidery, and stone inlays. The dress features appliques of small embroidered flowers with stone centers. There are sheer elements on the upper part of the dress. The back is embellished with pearl buttons.



ADRIANA DE NIZ

- Region - Compostela
- Production - 86 hours
- People - 2

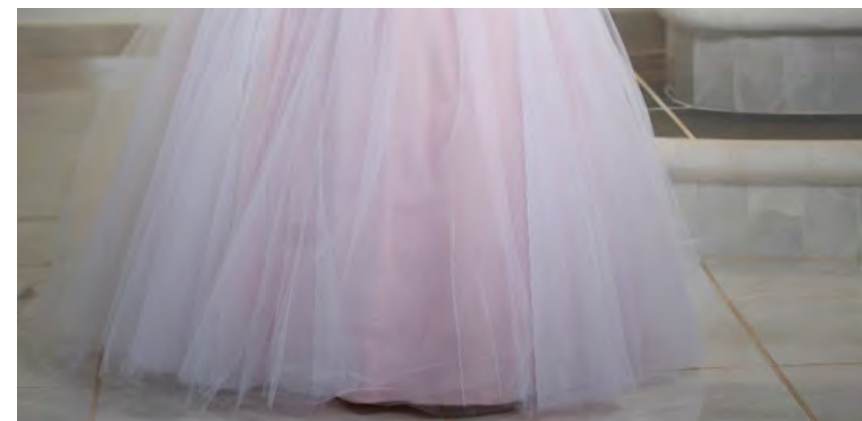


DESIGNER

ADRIANA DE NIZ

# PALE PINK

- Technique: High fashion with hand embroidery. The dress is made of embroidered tulle fabric, veiled tulle, and embellishments with gemstones. It also features a belt with silver-colored stone appliques.



- Region - Compostela
- Production - 64 a 66 hours
- People - 2

PHOTOGRAPHY - @FOTOGRAFIA\_ALBERTO\_LLAMAS

DESIGNER

ADRIANA DE NIZ

# CLASSIC BRIDE

Technique - High fashion, hand embroidery with crystal and gemstone embellishments. Embroidered tulle in thread and veiling tulle.

Region - Compostela

Production- 72 hours

People - 2





DESIGNER

ADRIANA DE NIZ

# PRINCESS VEIL



Technique: High fashion with hand and machine embroidery.

Region - Compostela

Production - 16 horas

People - 1



DESIGNER



GARTER

- Technique: Handcrafted
- Region: Compostela
- Production: 1 hour
- People: 1

ADRIANA DE NIZ



BOUQUET



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# ICONIQUE

Iconique jewelry pieces are crafted by skilled artisan jewelers who possess the expertise rooted in the legacy of our Mexican goldsmithing traditions. Each piece holds a unique and exclusive value. Quality and design are paramount throughout every stage, from conceptualization to crafting. They are designed in .925 silver with a 5-micron layer of high-quality gold plating, free of nickel to prevent allergic reactions. The brand's value lies in its design, quality, and attention to detail, making it suitable to be worn as a fine jewelry piece

## INCLUSION



Iconique promotes inclusivity through its workforce, which is composed of 90% women. Additionally, the brand collaborates with workshops that employ individuals of advanced age, fostering opportunities for them within the industry.

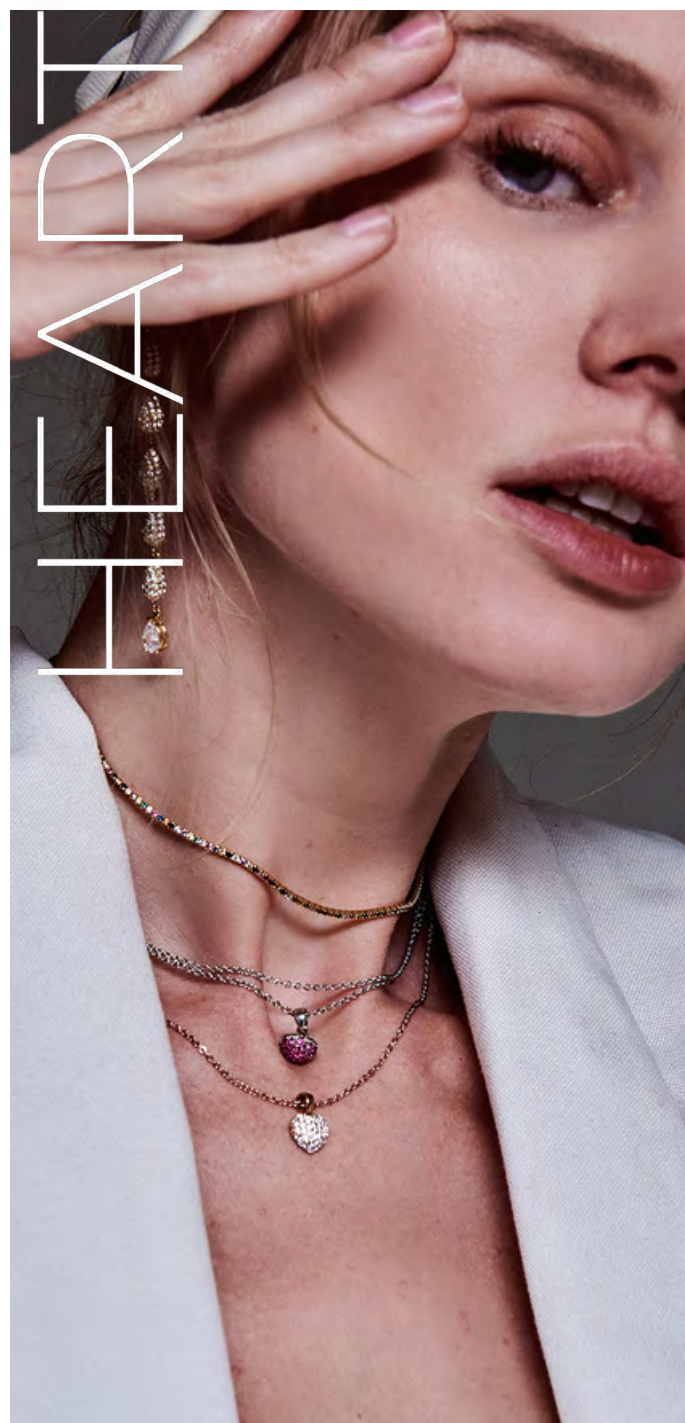
## SUSTAINABILITY



Since 2019, Iconique has initiated its collaboration with FUCAM, the first and only private nonprofit institution in Mexico and Latin America that provides comprehensive treatment and specialized follow-up for breast cancer. Iconique supports this noble cause by donating a portion of its sales. Environmental conservation and care are of utmost importance to Iconique. That's why, in addition to implementing recycling and reusing policies within the office, our packaging is designed to be reusable and biodegradable. Preserving the traditions of silversmithing in Mexico is an honor for Iconique. We strive to reach fair and equitable agreements for the work carried out by our artisans.



# PINK HEART



- Technique: Wax casting, hand-set zirconia stone setting. Made in .925 silver coated in 18k gold or rhodium.



- Region: Guadalajara, Jalisco
- Production: 252 hours
- People: 1 designer, 2 digital artists and 8 artisans



- Technique: Wax casting, hand-set zirconia stone setting. Made in .925 silver coated in 18k gold or rhodium.



- Region: Guadalajara, Jalisco
- Production: 252 hours
- People: 1 designer, 2 digital artists and 8 artisans

# WHITE SOLITAIRE



# WHITE

## ZIRCONIA



- Technique: Handcrafted orchid encapsulation molded in wax; hand-set zirconia stone setting. Made in .925 silver coated in 18k gold or rhodium.



- Region: Guadalajara, Jalisco
- Production: 252 hours
- People: 1 designer, 2 digital artists and 8 artisans



- Technique: Handcrafted orchid encapsulation molded in wax; hand-set zirconia stone setting. Made in .925 silver coated in 18k gold or rhodium.



- Region: Guadalajara, Jalisco
- Production: 336 hours
- People: 1 designer, 2 digital artists and 8 artisans

# IVORY

## ORCHID



# KISS ME

DESIGNER



• Technique: Molding, 3D design and laser cutting, hand-set 18k gold-plated zirconia stone setting.

• Region: Guadalajara, Jalisco  
• Production: 252 hours  
• People: 1 designer, 2 digital artists and 8 artisans



• Technique: Wax casting, hand-set zirconia stone setting. Made in .925 silver coated in 18k gold or rhodium.



• Region: Guadalajara, Jalisco  
• Production: 252 hours  
• People: 1 designer, 2 digital artists and 8 artisans

ICONIQUE

# CHURRUMBELA



DESIGNER

ICONIQUE

# AMBER



Technique - Hand polishing of amber stone.

Region - Guadalajara, Jalisco  
Production - 168 hours  
People - 1 designer and 2 artisans



Technique - Wax molding, hand-set agate stone setting made in .925 silver coated in 18k gold.

Region - Guadalajara, Jalisco  
Production - 252 hours  
People - 1 designer, 2 digital artists and 8 artisans

# BLUE AGATE



## DESIGN

## ICONIQUE

# HOWLITE



Aretes y collares iconique,  
colección New Horizons

- Technique - Wax molding; hand-set howlite stone setting made in .925 silver coated in 18k gold.



- Region: Guadalajara, Jalisco
- Production: 252 hours
- People: 1 designer, 2 digital artists and 8 artisans



- Technique - Wax molding; made of brass, coated in 18k gold.



- Region - Guadalajara, Jalisco
- Production - 252 hours
- People - 1 designer, 2 digital artists and 8 artisans

# SPIRAL



DESIGNER

BLUE

ZIRCONIA



Technique - Wax molding, hand-set zirconia stone setting. Made in .925 silver coated in 18k gold.



Region - Guadalajara, Jalisco  
Production - 252 hours  
People - 1 designer, 2 digital artists and 8 artisans



Technique - Wax molding, hand-set zirconia stone setting. Made in .925 silver coated in 18k gold.

ICONIQUE

BLACK  
ZIRCONIA



Region - Guadalajara, Jalisco  
Production - 252 hours  
People - 1 designer, 2 digital artists and 8 artisans



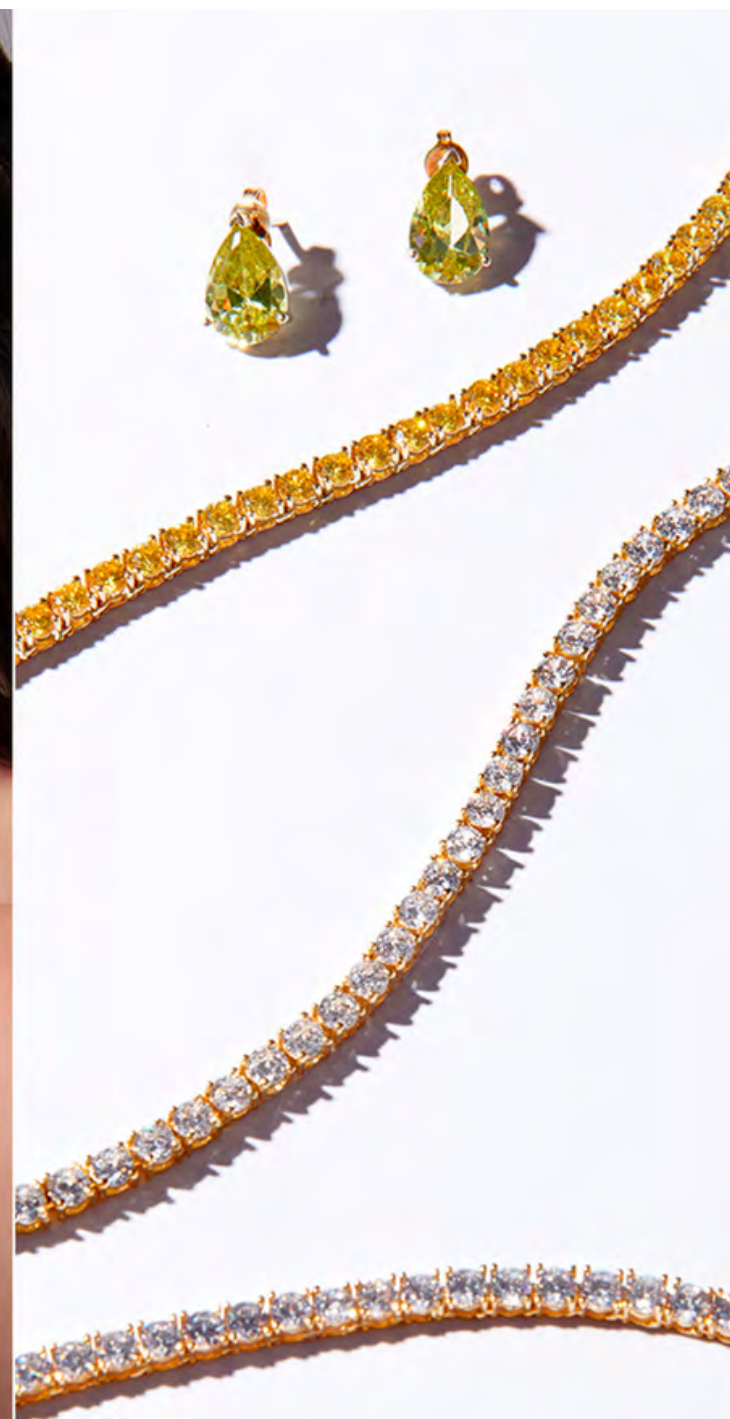
DESIGNER

ICONIQUE

WHITE



DROP



• Technique - Wax molding; hand-set zirconia stone setting. Made in .925 silver coated in 18k gold.

• Region - Guadalajara, Jalisco  
• Production - 336 hours  
• People - 1 designer, 2 digital artists and 8 artisans



• Technique - Wax molding, hand-set zirconia stone setting. Made in .925 silver coated in 18k gold.



ZIRCONIA

CROSSED

• Region - Guadalajara, Jalisco  
• Production - 252 hours  
• People - 1 designer, 2 digital artists and 8 artisans

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YEAR OF CREATION 2023



Destination  
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