

The Embroidery of Mexico

A vibrant celebration of traditional and modern designs



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The EMBROIDERY of MEXICO

Gimena Romero



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A vibrant celebration of Mexico's rich embroidery heritage, covering eight key traditional and modern styles with over 30 templates to trace off and use. Keep the stunning traditions of Mexican artistry alive in this evocative visual journey through the diverse embroidery traditions of Mexico, blending hands-on instruction with cultural reflection.

Key Selling Points:

- **IDEAL FOR ALL EMBROIDERERS:** the book is a richly evocative invitation to embroiderers of all levels to discover the living heritage of Mexican embroidery and make it their own.
- **DISCOVER MEXICO'S RICH EMBROIDERY HERITAGE:** from Tenango and Mazahua to Mixe and Purépecha; these distinctive regional styles of embroidery are explored and explained.
- **INCLUDES STEP-BY-STEP GUIDANCE:** clear instructions, 30+ full-size templates and photos of stitches, motifs and finished embroideries for inspiration.
- **FEATURES 8 PAGES OF FULL-SIZE TEMPLATES:** ready to trace and stitch.
- **GIMENA ROMERO IS AN AUTHORITY:** with over 110k followers on Instagram and her own Mexican heritage to draw upon.

Target Consumer:

- Fans of heritage and historic embroidery
- Ideal for fans of Mexican arts, design and crafts
- Fans of Gimena Romero (IG 110K)
- Fans of Royal School of Needlework books and courses

