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Made in Tulum fashion dazzle the summer at the French Riviera

From Tulum to Saint-Tropez: Handmade fashion to dress with style and enjoy the summer.

Every summer the French Riviera has been the destination for the super-rich and for the 2024 season Tulum will be an icon of luxury essentials worldwide by showing its fashion and style in Saint-Tropez, the glamorous destination of the Côte d'Azur from France which like Tulum, is one of the favorite destinations of celebrities.

The clothing brand Tulum Essentials directed by Dutch designer Xisco Riboch, who collaborates closely with the General Directorate of Tourism and Economy of the Tulum City Council in the promotion and production of handmade fashion items, has recently finalized the development of a unique beachwear collection for the famous Casa Amor Saint-Tropez restaurant and beach club, owned by the Italian luxury brand Dolce & Gabbana, ahead of the start of the next summer season.

It is worth mentioning that the brand Tulum Essentials usually employs local talent in the creations of unique pieces, many of them made by women from the Mayan zone of Tulum, who contribute with their creative style and ancient textile wisdom highly valued by knowledgeable clients of this kind of fashionable clothing.

It's expected to replicate this achievement on the next openings of the entertainment and fashion brand places at the destinations as Dubai, beside new collaborations with "Hecho en Tulum" brand.

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