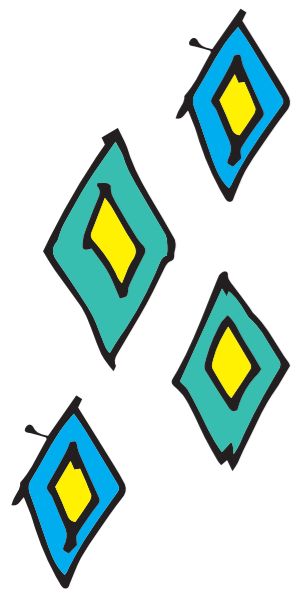




Tienda  Esquipulas

Sustainable engagements



POPULAR CULTURES OF MEXICO AND GUATEMALA

Passionate about the popular cultures of Mexico and her native country, Guatemala, Ana Carrillo created in 2002 the brand Tienda Esquipulas and opened her store in Paris.

Living and constantly evolving, these popular cultures are sources of inspiration for decoration and fashion trends.

The popular creation is inspired by characters and traditions that are passed on from generation to generation: Frida Kahlo rubs shoulders with the Virgin of Guadalupe; the Mexican Lucha Libre dreams of the Guatemalan hassle dolls; everyone gets together for the Day of the Dead !

Tienda Esquipulas explores these cultural universes and unearths the nuggets.



Paris Montmartre
Store



OUR ECO-RESPONSIBLE ENGAGEMENTS

Tienda Esquipulas is committed to controlling the materials used in the manufacture of the products it sells, to favor the production of **recycled materials, upcycling or in compliance with environmental standards.**

Four lines of eco-responsible products have been created: ex-voto hearts, Nichos, bags and fabrics.

Its packaging, promotional products and exhibition furniture (stand) are made of recycled and recyclable cardboard.

The brand also works in **short circuit** directly with the **craftsmen** which favors their autonomy and the fair remuneration of their work.





ECO-FRIENDLY ITEMS

Eco-friendly product lines



The recycled materials come from the recovery of scraps and waste from local fabric factories by the supplier who reuses them to manufacture the throws.

Vertical weft: 50% recycled cotton, 50% polyester for the white part, 100% recycled acrylic stripes colors.
Horizontal weft: 80% recycled cotton, 20% polyester.



1 **Large radiant heart**
Dimensions 25 x 25 x 5 cm

2 **Winged mirror heart - Golden**
Dimensions 27 x 8 x 2.5 cm

3 **Winged mirror heart - Turquoise**
Dimensions 27 x 8 x 2.5 cm

4 **Heart crown of thorns gold**
Dimensions 20.5 x 16 x 3 cm

5 **Radiant flame heart - Golden**
Dimensions 20.5 x 16 x 3 cm

6 **Radiant Flame Heart - Red**
Dimensions 20.5 x 16 x 3 cm

Work of Chilean artist Mariana Vilches Schmidt, these ex-voto hearts inspired by Mexican culture are handcrafted from recycled newsprint pulp.

The paste is made from a mixture invented by her mother, sculptor Patricia Schmidt. It is cold worked avoiding all energy consumption and solidified by adding waste plaster to the mixture.

Born at the end of the 90s, this technique characterizes a 100% upcycling based on the recovery of materials no longer in use in order to transform them into products of superior quality. It makes this unique decoration a totally eco-responsible product.



Nicho Lupe - Cruz
Dimensions 18 x 14 x 1 cm



Nicho Lupe – Cupula
Dimensions 18 x 14 x 1 cm



Nicho Lupe – Arco
Dimensions 18 x 14 x 1 cm

Virgin of Guadalupe table or wall t-shirt made of recycled cardboard. Entirely painted and decorated by hand. Each piece is unique and has variations of colors and patterns from the photos.

This niche (nicho) is made of recycled cardboard paste mixed with plaster waste to guarantee the rigidity of the final material while constituting an opaque undercoat of paint.

Handmade in Mexico by the craftsman Gustavo Chiu Fong each piece is unique.



Eco-friendly recycled bag Monja
Dimensions 48 x 54 x 0,3 cm

Large shoulder bag made of recycled material from Guatemala, sturdy and all-purpose. Handmade from flour or cereal bags bought from factories.



La Duena recycled bag
Dimensions 50 x 55 x 5 cm



Recycled Bag Virgen de Covadonga-
Dimensions 47 x 0,1 x 55.5 cm



RECYCLING OF PACKAGING

We recycle all the packaging materials of the products delivered to us by the manufacturers: the purchase packaging is recycled into the sales packaging.



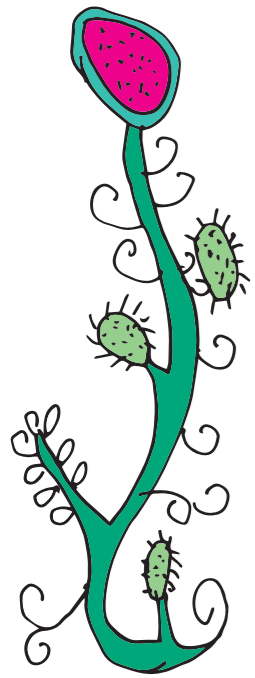


EXHIBIT WITHOUT SPOILING

Our exhibition material is entirely made of recycled cardboard. We chose an eco-responsible material.

Inspired by the buildings of Mexico and Guatemala, the Tienda Esquipulas brand stand is entirely made of 100% recycled cardboard and water-based glues.

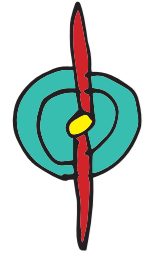
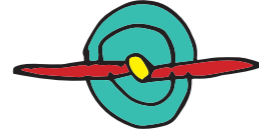
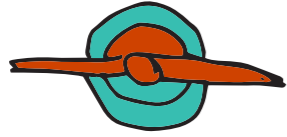
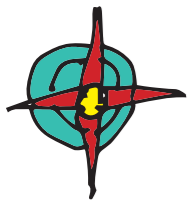
This choice reflects the strong involvement of the brand in the preservation of the environment with its craftsmen suppliers in Mexico and Guatemala.

The realization was entrusted to the French family company MyNatureBox located in Angers and among the pioneers in the realization of eco-responsible stands and furniture.

Durable, the stand is reusable for several years and easy to repair in case of accident.



Alveolar cardboard
100% recycled and recyclable
and illustration of the stand



SOCIAL AND SOLIDARITY ECONOMY

Tienda Esquipulas works exclusively in short circuit. It buys directly from the producers and manages the whole logistic chain of importation and distribution.

It works with these producers who form an informal community of about a hundred artisans in Chile, Guatemala and Mexico.

She favors women's artisanal cooperatives that are organized in Mexico and Guatemala to support the autonomy of women in their daily lives.



Weaver-producer
in Guatemala

Paris-Montmartre Store

20 rue Houdon - 75018 Paris

Open 7 days a week from 12pm to 8pm (Sundays and holidays from 2pm to 7pm)

+33.1.42.55.64.38

Office and wholesale store

5 rue de la Louisiane - 75018 Paris

Open Monday to Friday from 10am to 7pm

+33.9.86.70.04.38

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Tienda Esquipulas Community

Website and blog esquipulas.fr

Instagram [@tiendaesquipulas](https://www.instagram.com/tiendaesquipulas)

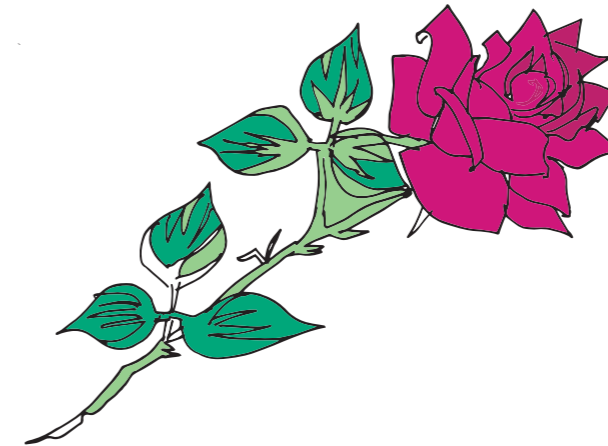
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