

Jewelry that tells Mexico's story: Tec designer dazzles in Hong Kong



Inspired by the goddess Xochiquetzal, this graduate has transformed jewelry into a cultural narrative that merges Mexico tradition with contemporary design on a global platform.

26/03/2026

COURTESY OF THE INTERVIEWEE

Erick Gutiérrez Ronces, a School of Architecture, Art, and Design graduate from the [Tec's Toluca campus](#), has taken his vision of **Mexican design** to what's considered one of the most significant jewelry industry events in the world: the **Hong Kong International Jewellery Show**.

His participation was part of a collaboration with the Mexican brand **Flórean**, with which he has maintained a professional relationship for **eight years**.

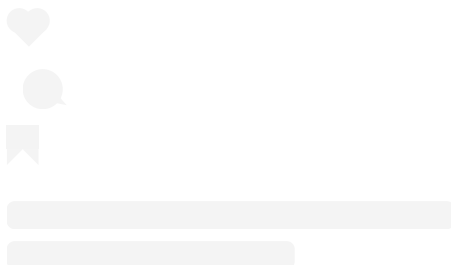
*"It all began when I worked on developing their **graphic identity** and **brand philosophy**. It was a very meaningful process because it allowed me to contribute to building Flórean from the ground up", Erick shared.*

At the end of 2025, **Flórean** contacted him again, this time with a different invitation: to **design a special jewelry collection** that would represent not only the brand but also **Mexico** on the **international stage**.

*"I took it on as a great responsibility and also as an **opportunity** to showcase **Mexican creative vision** on a **global platform**",* he explained.



[View this post on Instagram](#)



According to the graduate, seeing his work exhibited in **Hong Kong** was an extraordinary experience.

*"I'm very **grateful** for the **trust** they placed in me. It's important recognition of my work and the proposals I develop", he added.*

Inspired by pre-Hispanic roots

The designer, who hails from Taxco, Guerrero, says that the concept behind the collection stems from the **symbolic exploration** of **Xochiquetzal**, a figure associated with **beauty, fertility, and creation**.

This inspired Erick to develop pieces that evoke **organic, floral, and sacred** themes.

According to the graduate, each element seeks to **represent the duality** between the **fragile** and the **eternal**, integrating **contemporary aesthetics** with **Mesoamerican thought**.

*"It's a tribute to our cultural memory. **Jewelry** is not just an object of adornment; it also **communicates identity, history, and meaning**", he explained.*

"It's a tribute to our cultural memory".

The Tec as a creative base

For him, his formation as an **industrial designer** at Tec de Monterrey was key to consolidating his **professional approach**.

*“I learned to structure the **creative process** from **research** to **conceptualization**, and to translate ideas into proposals with clear intention. That **methodology** is fundamental to any **design** project”, he said.*

What’s more, he highlighted the **interdisciplinary value** of his training, which allowed him to integrate elements of **history**, **art**, **culture**, and **technology** into his creative practice.



[View this post on Instagram](#)





Following this international experience, Erick aims to continue exploring **jewelry** as a **narrative medium**.

*“I’m interested in how pieces transcend the ornamental and become **meaningful objects**. I also want to open more **spaces for collaboration** and **exhibition** to take my work closer to more people”, he said.*

Finally, he thanked **Tec de Monterrey’s Toluca campus** and **Flórean** for the support he received during the project, and **CONECTA** for publicizing his work.

ALSO READ:

