

JULIA ■■■ RENATA



Julia and Renata Franco (Guadalajara, Mexico) are fashion designers.
They have been at the helm of the Julia y Renata brand since 1993.



The philosophy of Julia y Renata revolves around experimentation and error as a stylistic possibility.

Based on these essential concepts, they explore recurring themes in their collections such as geometry, duality, and abstraction.





In an attempt to break away from traditional methods, they confront through research, conceptualization, questioning and rupture, the established lines to create one-of-a-kind pieces and limited editions.

They also delve into the study of the body, and formal manufacturing strategies, such as pleating, molding, joining. But also dismantling and deconstructing through experimental pattern-making and modeling, directly on mannequin, using natural fibers such as silk, linen and cotton.







They have presented their collections on various fashion shows in Spain, United States, Greece, Croatia, Colombia, Costa Rica, Uruguay, Guatemala, and Mexico. As well as in the United Kingdom, at the Victoria and Albert Museum.

They have collaborated with artists, designers, musicians and master craftsmen such as Venus y Loco, Baku (Oaxaca, Mexico), Jay Jay Johanson (Trollhättan, Sweden), Niño de Elche (Elche, Spain), Ely Guerra, Alejandro Rosso (Monterrey, Mexico), Denise Gutiérrez, MexFutura, Tania Candiani, Renata Morales (Mexico City).





They have been recognized as the best designers in their home country by the Quorum, Lycra, and MGM awards. And have an extensive archive of international publications.

In 2020, the Museo de Arte de Zapopan (Jalisco, Mexico) devotes to them the first exhibition on fashion in a museum space in Jalisco, with the retrospective exhibition "Julia y Renata: Moda y Transformación".



In addition to their line, Julia and Renata are in charge of Albergue Transitorio. A platform based in Guadalajara which aims to promote, show, disseminate, and market the most compelling projects of independent design, contemporary art, as well as collaborations between artisan creators and producers based in Mexico.



Albergue Transitorio has been present as an ephemeral exhibition in Garage (San Miguel de Allende), Art Basel (Miami, FL), and in 2023 in Mexico Design Fair (Puerto Escondido), and Salón Gallos (Mérida).













JuliayRenata 
Julia y Renata Official 

Showroom

Av. La Paz 2347
Guadalajara, Jalisco

Boutique

Hotel Demetria
Guadalajara, Jalisco