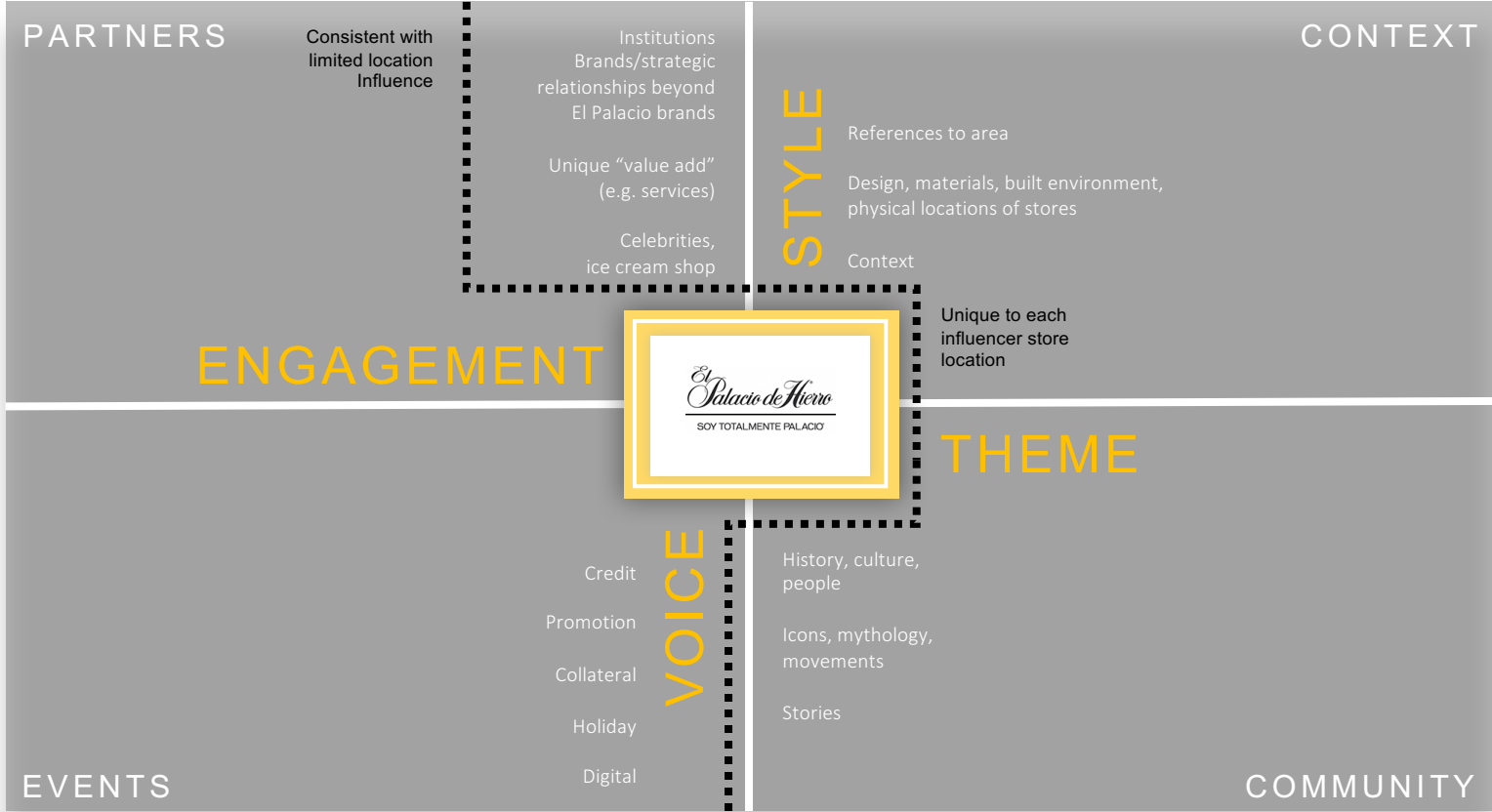


*El
Palacio de Hierro*

SOY TOTALMENTE PALACIO

Experience Pillars

Influence



Experience Pillars



EL PALACIO DE HIERRO

125 AÑOS
DE ESTILO

For the love of Mexico...

To surprise, delight, challenge.

Clear community influence on style and particularly theme.

Community based connections consistent with the store theme.

DEVELOPMENT
Mitikah: Mexico City



COYOACÁN

A Town of Paradoxes

PARADOXES

Coyoacán is a town of contradictions – both bohemian and intellectual, sustained and bound by its past and present; the paradox between its history and present is particularly evident in the rich cultural and intellectual diversity of its arts, politics, people and community.



COYOACÁN: THEME

A journey through Coyoacán's famous lives...

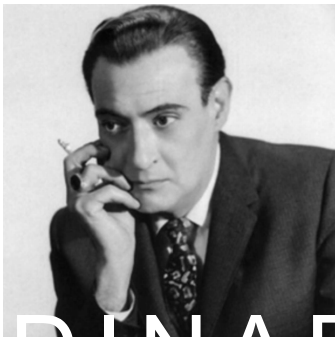
Diego Rivera



Dolores del Río



Salvador Novo



Frida Kahlo



Juan O'Gorman



EXTRAORDINARY LIVES



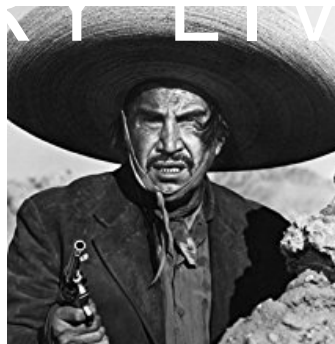
Rosario Castellanos



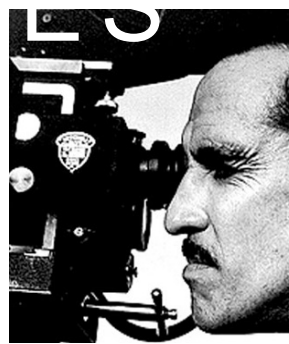
Miguel Ángel Quevedo



Aurora Reyes Flores



Emilio Fernández



Gabriel Figueroa

COYOACÁN: ENGAGEMENT

...and are transformed into a contemporary lifestyle

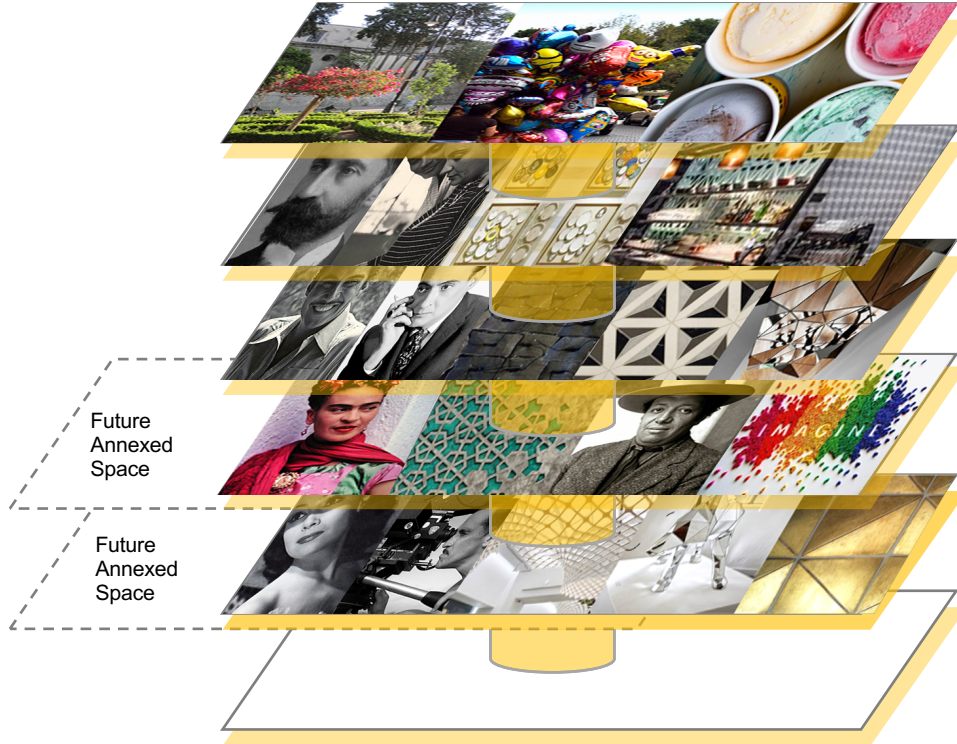
Key Points

- integrate Coyoacán's essence and heritage
- identify key trends that relate to the community
- sublimate iconic Coyoacán everyday experiences
- develop the community through education
- promote the community's voice and expression
- create unique and memorable experiences



COYOACÁN: THEME/STYLE/ENGAGEMENT

...and are transformed into a contemporary lifestyle



R: FOOD/TERRACE

- Unique Ice Cream World + Pancake Art Station
- Market*

3: HOME/EVENTS

- Studio: Candle, soap
- Contemporary Mexican Concept Store
- Succulent Nursery

2: MEN'S/GOURMET

- Men's Grooming + Cigar Bar
- Mezcal Bar
- Book Place

1: WOMEN'S/KIDS/SHOES

- Kids Painting Workshop
- Museum/Exhibit Pop Up
- Café Society

G: BEAUTY/FRAGRANCE/LUXURY

- Mexican Herbalist Lab
- Crystal Store and Workshop
- Dry Bar

P: PARKING

Dolores Del Rio

G

GROUND FLOOR
Beauty/Fragrance/Luxury

THEME

Inspired by the glamorous
beauty of *Dolores del Rio*
and the cinematic style of
Gabriel Figueroa

The lifestyle of
the cinematic 'jet set'.
Relevant to contemporary
women's professional and
personal lifestyle needs:
to feel confident,
empowered and beautiful

Gabriel Figueroa

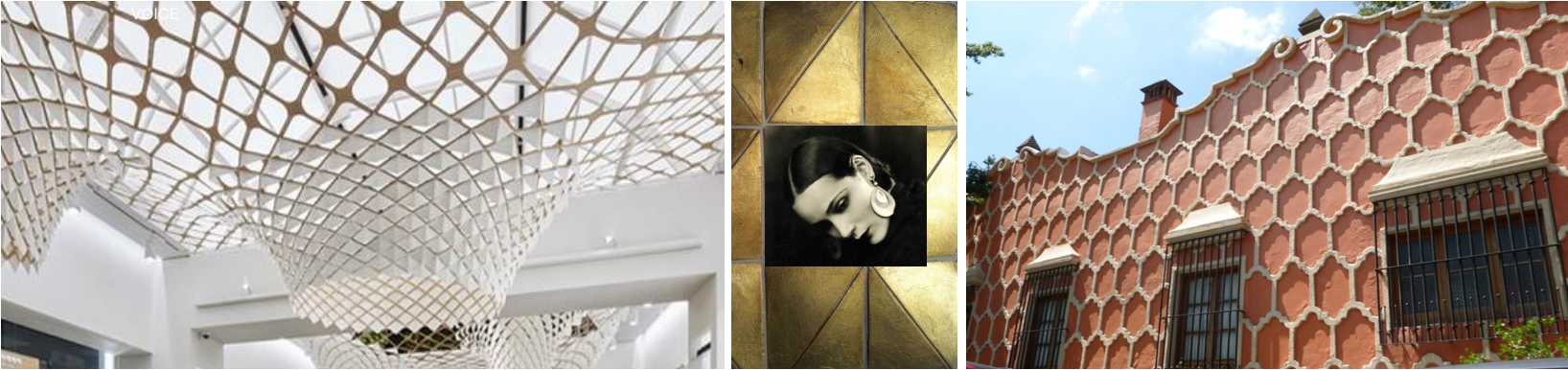
*"Take care of your
inner beauty, your
spiritual beauty..."*

*"I am certain that if I have any merit,
it is knowing how to make good use of
my eyes, to guide the camera in its task
of capturing not only colors, lights and
shadows, but the movement of life*

STYLE

Inspiration for the Ground Floor
Glamour, elegance, feminist empowerment.

G



ENGAGEMENT

Experience: Crystal Store & Workshop

- Women can discover crystals to place around the home for well being, worn as jewelry or collected as talisman for curative purposes to heal the body and spirit
- A few, high-end, curated jewelry – 'discovered' by Palacio – are exhibited that are distinct in design and limited in availability



ENGAGEMENT

Experience: Mexican Herbal Lab

- It will be an immersive experience that engages the senses and encourages participation.
- Workshops and courses are offered on-line and in person.
- Customers can create a custom herb mix by combining different fragrance essences, learn about culinary herbs as well as purchase Palacio-branded, herb-inspired products such as candles, essential oils, wellness products.



Workshops should be taught by experts, each with a particular focus – health/medicinal, edible/culinary, fragrance/home-related.

The flyer is for a workshop titled 'Nichim Ot'anil' (Flor de Corazón * Flower of the Heart). It features a purple background with green vine illustrations and a pink rose. The text provides details about the workshop, including the dates (February 12th - 21st, 2016), location (San Cristóbal de las Casas, Chiapas), and the instructor (Doña Lucia Pérez Sántiz). It lists the course fee (\$950) and early-bird specials (\$825 or \$875). A photograph of Doña Lucia Pérez Sántiz and a child is included at the bottom right.

Nichim Ot'anil
*Flor de Corazón * Flower of the Heart*

**INTENSIVE WORKSHOP IN
ANCESTRAL HERBAL MEDICINE**

February 12th - 21st 2016
San Cristóbal de las Casas, Chiapas

A unique opportunity to learn directly from Maya-Tzeltal traditional herbalist & curandera Doña Lucia Pérez Sántiz in the highlands of Chiapas, México. In this ten day herbal intensive workshop we will explore:

- Herbalism & holistic health from a Mayan cosmological tradition
- Ancestral healing & traditional practices for individual healing & self care
- A unique materia medica of plants used in Mexican curanderismo along with many other common plants to heal the body, emotions & spirit
- Taught in Spanish with an English translator, inclusive to all who want to learn

Course fee: **\$950*** paid in full by **February 1, 2016**
* A \$400 non-refundable deposit paid by **January 6, 2016** will secure your enrollment and will go towards your course payment

Early-bird Specials: **\$825** if paid in full by **December 22, 2015** or **\$875** by **January 6, 2016**

To reserve your space in this course contact: **nichimotanal@gmail.com**

Course will be held with a minimum enrollment of 5 students and is limited to a maximum of 15 students

Doña Lucia Pérez Sántiz comes from a long lineage of traditional healers in Chiapas. She began her herbal training as a young girl, with her great-grandfather who lived to be 120 years old. She has treated many people in her community & has over 30 years of teaching experience. Her vision is to have access to land in order to cultivate medicine for her community the way her great grandfather did.

ENGAGEMENT

Experience: Mexican Herbalist Lab



ENGAGEMENT

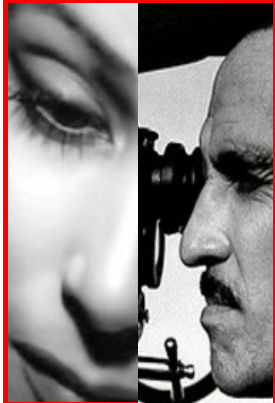
Experiences

For women, a Palacio-branded 'go to' destination for beauty, wellness and relaxation on the ground floor.

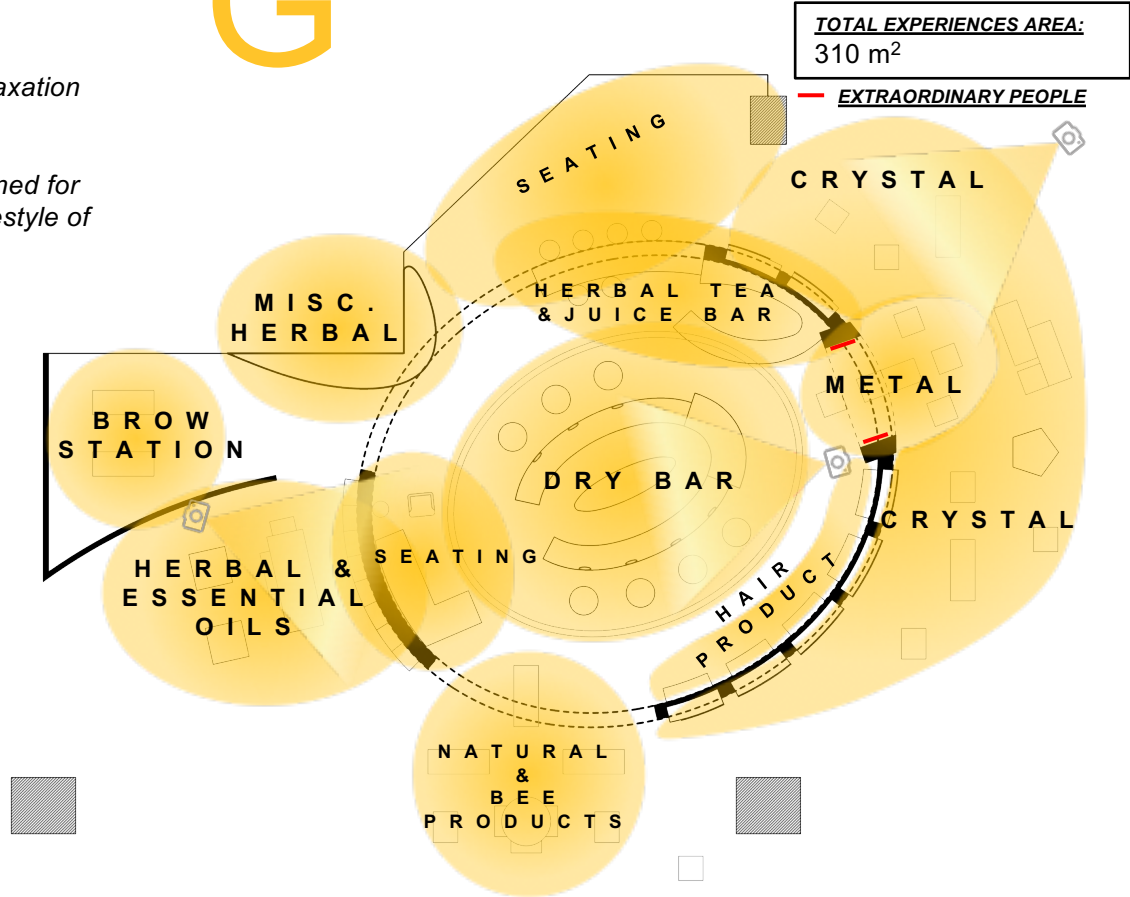
3 experience concepts especially designed for women, inspired by the persona and lifestyle of Dolores Del Rio and Gabriel Figueroa.

- Dry Bar
- Crystal Store and Workshop
- Mexican Herbalist Lab

Dolores Del Rio
& Gabriel Figueroa



G



*Crystal Workshop
& Dry Bar*



Dry Bar



*Mexican Herbalist
Lab*



Frida Kahlo



1

FIRST FLOOR
Women's/Kids/Shoes

THEME
Inspired by the creativity
and feminist strength of
Frida Kahlo and the larger-
than-life legacy and deep
humanity of
Diego Rivera

Creative and social
activities that engage
people of all ages and
walks of life:
a place to gather,
meet friends, create art

*"Feet, What do I need you
when I have wings to fly?"*

©JGA, Inc.



Diego Rivera

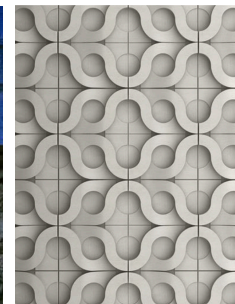
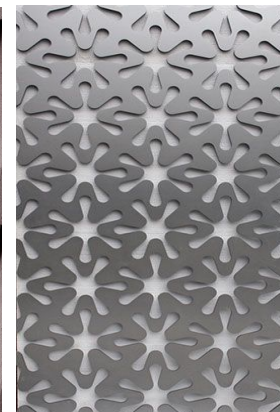
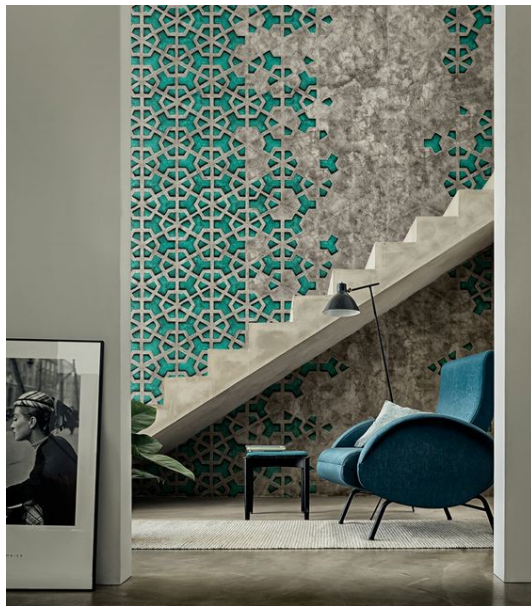
*"An artist is above all a human
being...if he won't put down his magic
brush and head the fight against the
oppressor, then he isn't a great artist..."*

STYLE

Inspiration for the First Floor

Seeing iconic details through contemporary eyes

1



ENGAGEMENT

Experience: Café de Girasol

Fashioned after *café society* - which was the description of the "Beautiful People" and "Bright Young Things" who gathered in fashionable cafes and restaurants in New York, Paris, and London beginning of the late 19th century – the *Café de Girasol* is inspired by Diego Rivera's sunflower paintings, Coyoacán's architecture and gardens – to become the gathering place for Coyoacán's social and business circles.



Museum Exhibit/
Pop Up



Café Concept
Shop



Emilio Fernández

2

SECOND FLOOR
Men's/Gourmet

THEME

Inspired by the paradoxical 'cinema's leading man/bad boy' persona, style of *Emilio Fernández* and the the 'man of letters', acerbic wit and intellect of *Salvador Novo*

An intimate, 'men's club' atmosphere and space dedicated to and for men – a place for cigars, books, mezcal and an old-fashioned shave where men can gather, talk and enjoy the moment

Salvador Novo

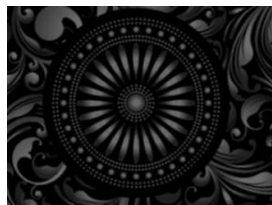
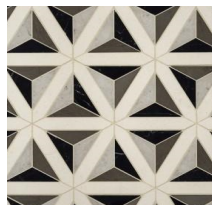
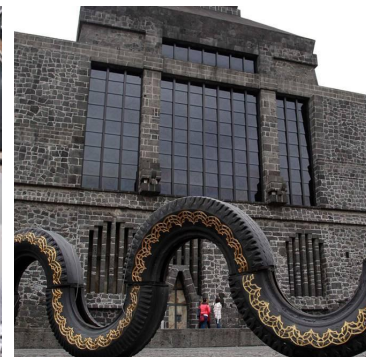
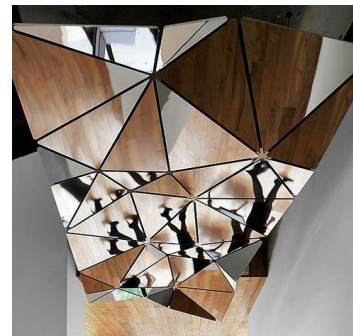
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"My films are passion plays of Mexico..."

*"I have moistened my fingers
in their blood, I have seen how they stretch,
how they extend their arms, scale the walls,
or even flex like great, muscular athletes..."*

STYLE

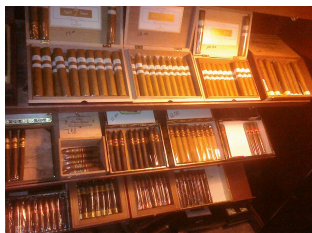
Inspiration for the Second Floor



ENGAGEMENT

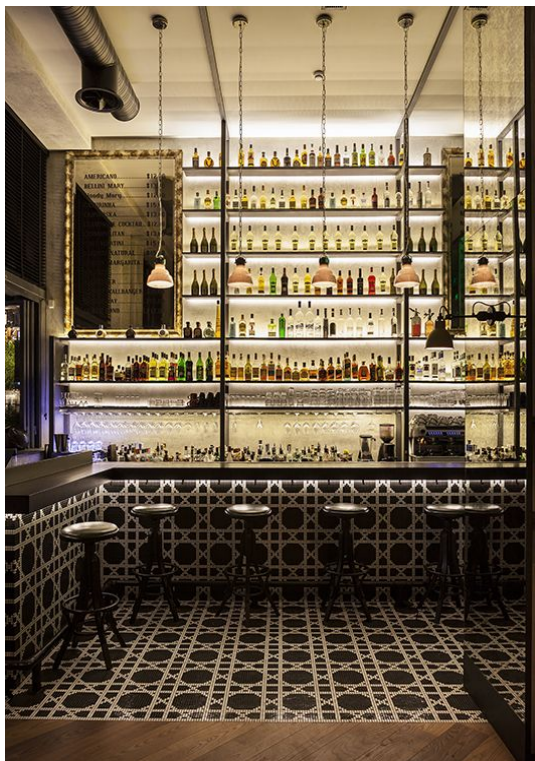
Experience: Grooming

Inspired by the nostalgic but contemporary 'vibe' of *Barberia Royal, Mexico City*



ENGAGEMENT

Experience: Mezcal Bar



EXPENDIO TRADICION, OAXACA



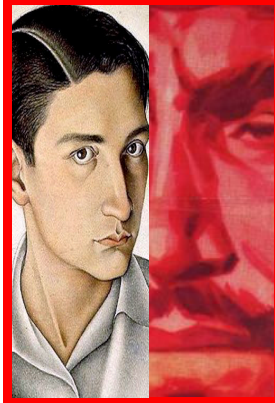
ENGAGEMENT

Experiences

On the Second Floor, 3 experience concepts grouped to create a 'men's club' ambiance – private yet social, masculine and charismatic with a twist of 'bad boy' attitude

- Grooming & Cigar
- Mezcal Bar
- A Book Place

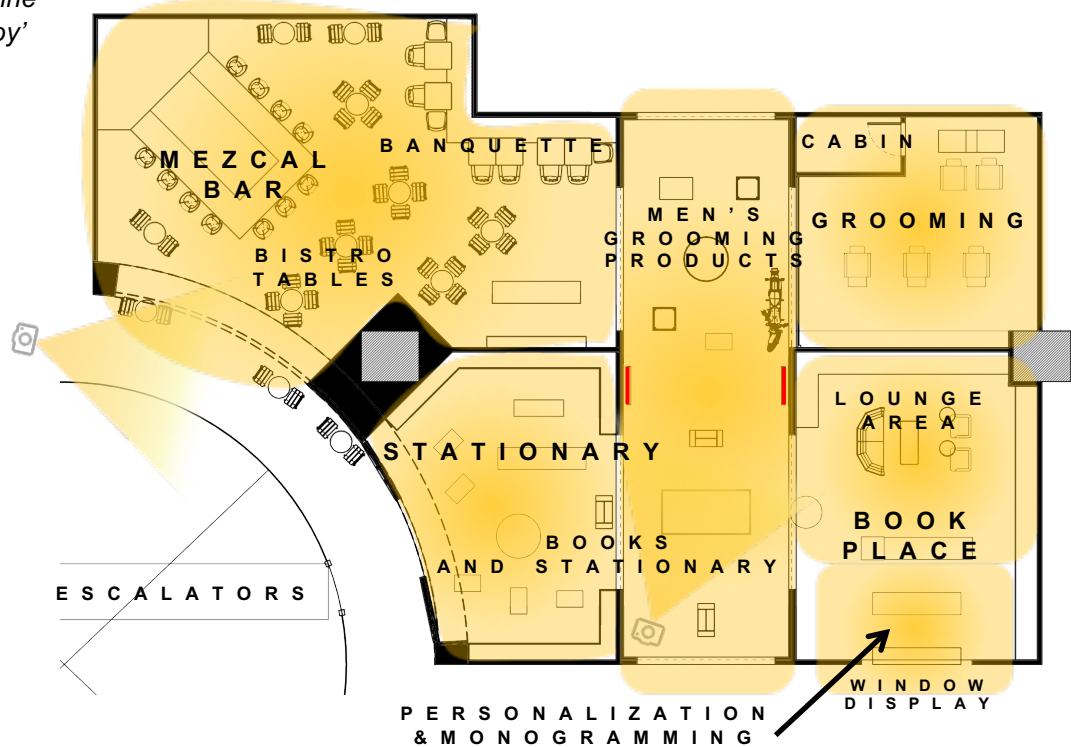
Salvador Novo
& Emilio Fernandez



2

TOTAL EXPERIENCES AREA:
387 m²

— EXTRAORDINARY PEOPLE



Book Place
& Men's
Grooming



“We shape our buildings; thereafter they
shape us.”

Winston Churchill

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