

STUDIO STYLE SMA

THE SAN MIGUEL *BOUTIQUE* *GUIDE*

A Curated Guide to Shopping,
Designers & Artisans
in San Miguel de Allende

Clothing • Accessories • Artisan Finds
Custom Design • Alterations

Curated by Patricia Smith

Studio Style SMA



LIFE IN SAN MIGUEL

WELCOME TO MY SAN MIGUEL

San Miguel de Allende is filled with wonderful places to shop - but sometimes the real challenge is knowing where to begin.

I created this guide for locals and visitors to our lovely city, sharing some of the boutiques, designers, artisans and hidden resources I've discovered here. You'll find everything from beautiful linen and Mexican designer clothing to one-of-a-kind artisan pieces, consignment treasures, alterations and accessories.

This isn't intended to be a directory of every shop in San Miguel. It's a curated collection designed to help you discover pieces that suit your style and your wardrobe.

Happy exploring!

Patricia Smith
Studio Style SMA

INFORMATION NOTE

Updated September 2026. Shops, hours and locations are subject to change.

DESIGNER & DISTINCTIVE

Beautiful boutiques, distinctive designers and pieces that go beyond the ordinary.

Casa Baez

Mesones 76

Juárez 7, Zona Centro

Specializing in luxury guayaberas for men.

Cenquizque

Zacateros 47

Haute couture and distinctive special-occasion clothing.

Mon-Sat 12-7 | Sun 12-5

Galería Boutique CHI

Umarán 19

One-of-a-kind pieces in silk and cotton.

Hoja Santa

Juárez 7

Distinctive Mexican fashion featuring clothing, designer footwear and accessories created by Mexican designers. Look for hand embroidery, fine leatherwork, artisan textiles and pieces with a strong Mexican design identity.

Mon 9-6 | Tue 9-8 | Wed 9-7 | Thu 9-8 | Fri 9-9 | Sat 11-9 | Sun 11-5

Mixta

Pila Seca 3

A beautifully curated selection of clothing and accessories with an artistic, contemporary sensibility.

Mon-Sat 10-7 | Sun 11-5 | mixtashop.com

Casa R

Mesones 58

Concept store featuring a curated mix of clothing, accessories and jewelry.

Daily 11-8 | Instagram: CASACONCEPTSTORE

Etnea Boutique

Dr. Ignacio Hernández Macías 88, Centro

A curated collection of one-of-a-kind apparel, jewelry, hats, shoes and bags, along with artisanal Mexican pieces for the home. An excellent stop for distinctive Mexican design and unusual accessories.

+52 415-688-5046

L'Atelier

Hernández Macías 52

Seasonal pieces created in luxurious fabrics sourced from around the world.

Daily 8-9

Marluc Boutique

Hernández Macías 110

A distinctive mix of leather clothing, boots, hats, belts and jewelry, along with Italian linen and accessories. A good stop for statement pieces and finishing touches.

Sindashi

Hernández Macías 83A

Statement-making, hand-painted clothing for women looking for something artistic and distinctive.

Daily 11-8 | +52 415-152-2310

LINEN & NATURAL FIBERS

Beautiful, breathable fabrics for San Miguel living.

Actitud Casa de Moda

Zacateros 29

Linen and cotton dresses, tops and pants.

Mon-Sat 10-8 | Instagram: @actitudcasademoda

Diva Boutique

Carefully selected, exclusive collections chosen for quality, style and individuality. Diva's focus is on clothing with character - pieces that feel personal and reflect the woman wearing them.

Mon-Sat 10-6 | Closed Sunday | boutiquediva.com

Girasol

Canal 21, Int. 108

A San Miguel staple featuring 100% cotton clothing with natural dyes.

Mon-Sat 10-7 | Sun 11-5

Maru Moro / Puro Lino

Plaza Bicentenario, Hidalgo 26, Int. 5-7 | Hernández Macías

A unique collection devoted entirely to linen. The Plaza Bicentenario location carries the larger selection.

Velia Design

Hernández Macías 72 | Reloj 10

Natural linen pieces with a refined, contemporary feel.

Mon-Fri 10-7 | Sat 10:30-2 | veliasierra.com

Yaruke

Hernández Macías 93

Clothing in linen, silk and wool.

10:30-6:30 | Closed Tuesday

Casa Rau

Correo 46

Relaxed clothing in natural fibers.

Daily 10-6

Casa Tregua Boutique / Spa

Zacateros 83

Small but well-curated selection of linen clothing.

Mon-Sat 10-8 | Instagram: @casatregua_boutique

Eme Boutique

Zacateros 31 | Hidalgo 28

Linen and cotton pieces at accessible-to-mid-range prices.

Mon-Sat 10-7

Maria Reina

Mesones 76A

Elegant Mexican design specializing in all-linen clothing.

Tue-Thu 11-8 | Fri-Mon 11-7

Sassha Lambert - Bespoke Linen Design

High-end, custom-made clothing in specially sourced linen featuring a patented wrinkle-resistant finish. The fabric is also hypoallergenic and available in more than 60 colors, making Sassha an exceptional resource for having clothing created within your personal color palette.

By appointment | Typical turnaround approximately 3 weeks, depending on fabric availability

+1 480-265-6125 | sasshalambert@yahoo.com

ARTISAN, REPURPOSED & ONE-OF-A-KIND

Creative clothing and accessories with a story to tell.

Angela Pili Contreras - AC Recycling

Etnias Boutique, Recreo 11

Creative repurposing and redesign of existing garments, giving clothing a fresh and individual new life.

Lu - Mixed Media Artisanal

Custom hand embroidery and hand painting, including Mexican-inspired designs for denim jackets, blouses and other garments. Also offers a variety of art classes.

WhatsApp: +52 415-138-4053 | +52 415-158-1017

Mesón Hidalgo

Hidalgo 19

Designer clothing and silversmith work in a distinctive San Miguel setting.

+52 415-196-0536

Recreo

Correo 24

Luxury apparel inspired by the traditional Latin American serape and the colors, textures and heritage of Latin America.

Instagram: @recreosanmiguel

Detalles

Mesones 77

Clothing and gifts featuring Mexican-made artisan work.

Dorothy Gerhart - D&A; Designs

Distinctive clothing created from repurposed kimono fabrics.

Direct contact: +52 415-111-7800

LuLu - Repurposed Tie Jewelry

One-of-a-kind statement necklaces created from men's neckties and embellished with decorative pins and jewelry elements. Wearable art that gives beautiful textiles an entirely new life.

Direct from the artist | +52 415-167-9077

Nimbo Art & Clothing

Quebrada 18

Vintage Japanese kimonos - a wonderful resource for something unusual and beautifully made.

Thu-Sat 11-6 | Sun 11-3

Talula de la Luna

Pila Seca 16A

One-of-a-kind clothing created from upcycled fabrics and repurposed garments.

Mon-Thu 11-6 | Fri-Sat 11-7 | Sun 11-4

CONSIGNMENT & PRE-LOVED

Second chances, designer discoveries and the occasional unexpected treasure.

ALMA

Carmina Casas 69, La Lejona

Men's and women's donated clothing, with proceeds supporting senior housing.

Open the last Saturday of the month.

Insider tip: This sale draws serious treasure hunters.

Lines can extend for more than a block, with some shoppers arriving as early as 5 AM. Entry is limited to a set number of shoppers at a time, so arrive very early if you want first choice.

Los Sueños

Pre-loved clothing and designer finds, now expanded to include furnishings and home décor.

Centro: Zacateros 17 - open until 6 PM

Mercado SANO: inside Mercado SANO - open until 3 PM

Nouveaux Départ

Hernández Macías 110

New and pre-loved shoes, bags and hats.

The Good Eye - Danya Darlington

Curated pre-owned clothing.

Facebook: The Good Eye | Instagram: @thegoodeyesma

Heart to Heart - Patronato Pro Niños

Reforma 75C

Men's and women's donated clothing, including designer and mid-level selections. Proceeds support medical and dental care for children in rural communities.

First Saturday of the month | 10-2

Insider tip: Expect a substantial line before opening.

Arriving about 30 minutes early is usually sufficient; unlike ALMA, shoppers are not admitted in limited groups.

Mood Men's Consignment

Zacateros 75

Men's consignment clothing with a relaxed, resort-style selection, including brands such as Tommy Bahama.

Mon-Sat 11-6

The Yellow Boutique

Calzada de la Aurora 48-A, Int. 10, Guadalupe

Carefully selected pre-loved clothing with an emphasis on higher-end pieces.

Mon-Sat 11-5 | Sun 11-3

CUSTOM DESIGN, TAILORING & ALTERATIONS

From creative ideas to the perfect fit.

Beatriz

Custom tailoring and alterations.

+52 415-153-4468

Lizba

Refugio Sur 56A

Affordable alterations and creative sewing projects. Lizba also works beautifully with unusual textiles - including transforming a pillowcase and Japanese obi into a loose kimono-style jacket for me.

WhatsApp: +52 425-196-3175

JEWELRY & ACCESSORIES

Finishing touches - from antique discoveries to custom jewelry and Mexican gemstones.

John Berryhill

A resource for unusual vintage, ethnic and antique jewelry pieces.

By appointment | +52 415-126-1579

Piedras San Miguel / Casa William Harris

Tanque 14

Original jewelry by designer and gemologist Bill Harris, with an emphasis on distinctive stones and individual design.

Mon-Fri 10-6 | Sat 10-3 | +52 415-154-9193

Joyería Victor

Umarán 26

An upscale jewelry store offering beautiful ready-made pieces as well as custom orders.

Daily 11-7 | +52 415-152-3100

The Opal Mine

Dr. Ignacio Hernández Macías 99, Centro

Fine jewelry featuring Mexican opals, including brilliant Mexican fire opal. The unusual shop interior recreates the experience of entering a Mexican mine, making the setting almost as memorable as the jewelry.

Sun-Wed 10-6 | Thu-Sat 10-7 | +52 415-154-6823

BEYOND THE BOUTIQUES

Worth exploring - because sometimes the place itself is half the fun.

Abrazos

Zacateros 24

A colorful stop for Mexican-inspired textiles, with a strong emphasis on Frida Kahlo and Day of the Dead prints. Look for shirts, aprons, tea towels, potholders and other fabric goods, as well as cotton fabric sold by the meter - particularly fun for sewing projects, gifts and souvenirs.

sanmigueldesigns.com

Mercado de Artesanías

Lucas Balderas S/N, Zona Centro

A wonderful place to browse Mexican-made clothing, textiles, jewelry, accessories, leather goods and handcrafted pieces from numerous vendors. The market stretches along Andador Lucas Balderas, from Calle Colegio behind the Ignacio Ramírez Market toward Calle Hidalgo and Reloj.

Daily 9-7 | Weekends offer the fullest selection, but are much busier.
Most vendors accept pesos only.

Fábrica La Aurora

A former textile factory transformed into a sprawling art and design center filled with individual galleries, studios and shops. The emphasis is on original art, home furnishings and Mexican-made decorative pieces rather than clothing, but it's a wonderful place to wander and easily spend several hours exploring.

Tianguis / Tuesday Market

Cienfuegos, Arcos de San Miguel

A sprawling local market where the fun is in the hunt. You'll find an enormous assortment of merchandise - from clothing, accessories and household goods to food, souvenirs and plenty of unexpected discoveries. The selection varies widely, but patient treasure hunters can sometimes uncover a gem.

Tuesday 8:30-3:30

ACCENTUATE THE POSITIVE

*Great style isn't about having more clothes.
It's about having the right clothes for you.*

Studio Style SMA

A Personalized Concierge Styling Service

Serving San Miguel de Allende

studiostylesma.com