

Sergio Flores: Designer of Mexico's Pavilion Uniform at Expo Shanghai



Born in 1964, Sergio Flores Hernandez inherited the trade of artisanal tailoring. From a very young age he was surrounded by fine and detailed seams and threads, thimbles, irons, needles and various textured fabrics in Don Lauro Flores Cuellar's—his father—shop. Don Lauro learned the trade from his uncle, Don Lauro Flores, who was born in the state of Aguascalientes and moved to Mexico City in 1938.

When Sergio Flores was a teenager, his father started teaching him the tailoring trade to keep him busy and active during this difficult age. While he was reluctantly learning the trade, Sergio Flores discovered that he had inherited a gift and decided to embrace the sartorial art. It was around that time that his father put him in touch with a family friend, a renowned Spanish tailor who introduced Sergio to fashionable European methods and designs.

Thanks to his father, his teacher and other renowned Italian colleagues, Sergio Flores learned the techniques that made him a true sartorial artisan who created his own style through designs, bastings and a lot of dedication, making a name for himself in this art that he so deeply cherishes.

When Sergio Flores was invited to design the uniform for the Mexico pavilion's staff at the 2010 Expo Shanghai, he set out to design a comfortable yet elegant uniform that combined a conservative style with a retro touch from the 50s and 60s and that would strengthen Mexico's presence in the world.

That is why he decided to design a suit that combines the colors of our flag, which, as he puts it "are very delicate colors that have to be combined tastefully." To Sergio Flores, red is an inspiring color that represents warmth and enthusiasm—two basic attributes of Mexico's participation in the 2010 Expo Shanghai. Green represents nature and, as we can see in his exhibit room, White represents peacefulness. According to Sergio Flores, these colors have very important meanings because "clothes influence the way we feel when we wear them."

While his designs are unique, completely artisanal and based on each individual's personality and physical attributes, when designing a uniform it's virtually impossible to

measure all the people that will be wearing them. That is why Sergio Flores decided to use the prototype of Asian women as his standard model, avoiding collars or lapels that add a lot of volume to his pieces.

Most importantly, Sergio Flores created pieces that bring out each person's physical beauty and are comfortable at the same time. He combined fresh natural fibers with a touch of synthetic fibers to ensure that his uniforms will withstand the work rhythm without wrinkling too much.



When discussing the uniforms he is expecting to see in other countries' pavilions, Sergio Flores is sure that there will be very folkloric uniforms as well as very discrete models that will go unnoticed. He explains that he tried to strike a balance between the two.

When we asked him how he feels about designing the uniforms for the largest universal expo in history, he said that he is proud to elevate the reputation of three generations of his family and to change the general idea that the tailoring trade is unreliable, but most of all, he said that he is proud to help strengthen our country's presence in such an important event, because, in his own words, he is "a strong nationalist."