

A woman with long dark hair stands in a pond, wearing a long-sleeved, high-necked dress with a delicate floral pattern. The pond is filled with lily pads and tall reeds, with a few pink lotus flowers in bloom. The scene is captured in soft, natural light, creating a serene and elegant atmosphere.

AGUA

by AGUABENDITA

LAFEA 2025
Brand of the Year

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A close-up, artistic photograph of several spools of dark blue thread arranged in rows on a textile machine. The spools have white labels with red borders. Thin threads are visible extending from the spools. The lighting is dramatic, with strong highlights and deep shadows, creating a textured and industrial feel.

Meet Agua

Our Story

Agua by Agua Bendita was founded in 2018 by Catalina Álvarez and Mariana Hinestroza to celebrate Latin American heritage and craftsmanship at the highest standards. Business

partners and soul sisters from the swimwear industry, their journey began with their first brand, Agua Bendita, launched in 2003. At the time, they personally crafted each piece using leftover fabrics from a local clothing factory and their grandmothers' sewing machines, 11 pieces a day was their goal when they first started.

Recognizing an opportunity in the luxury market, they created Agua by Agua Bendita—a brand that blends timeless elegance with sustainability, honoring Latin America’s rich culture and biodiversity.

There was a clear opportunity in the resortwear universe. Few brands existed in this category, and there was room for innovation—this became the way in. We saw Latin America as our competitive advantage, drawing from its history to tell a story that was entirely unique to them, to their roots. Agua by Agua Bendita was the way to seize this opportunity thanks to over 20 years of experience in brand building and business development, an edge that made success more attainable, since they weren't starting from scratch.

Each piece tells a story of conscious luxury, crafted to share the region's enchanting beauty with the world. Agua by Agua Bendita is defined by hand-illustrated prints, intricate hand embroidery, innovative finishes, natural and recycled fabrics, and its signature romantic silhouettes.

Mariana & Catalina

Catalina Álvarez and Mariana Hinestroza are the heart behind Agua by Agua Bendita—visionary designers, entrepreneurs, and devoted mothers. Mariana is now mother of two children and Catalina of three, and they’ve mastered the art of balancing motherhood and business with purpose, discipline, and soul.



Guided by dreams and rooted in Latin American heritage, they’ve built a brand that celebrates culture, craftsmanship, and the power of women to lead with both strength and tenderness.

Our Founders



Our Team

450+

Agua & Agua Bendita now directly employ more than *450 people*

+90%

More than *90% of those employees are women*.
Some of them single mothers, through Agua we help single mothers take care of their families.

“Agua Bendita’s name originated from my mother’s insistence that we bless the leftover fabrics we used for our first collection with holy water – Agua Bendita in spanish”

– Mariana Hinestroza

Our Name

In 2018, when Agua, Agua Bendita’s sister brand, was born, Agua by Agua Bendita: the reference to water as nature’s perhaps most important element came naturally to an eco-conscious label that pays homage to the charm of Latin America and honors artisanal designs.

Honouring our sister brand Agua Bendita, Agua went into it’s heart and essenca and made craft, handmade, and Latin American culture the center of every Agua creation, pushing this values further and taking the brand into the luxury market.



Sustainability

brand values

Collaborative spirit

Hand-made Craft

A celebration of Latin America

[illegible]

A sustainable perspective

*“Development of new technological
solutions through cross-industry
innovation with the food industry.”*

Our creative process involves research to create *seasonless collections of timeless pieces* that will transcend seasons.

We work with global textile experts including Colombian, Portuguese and Italian textile manufacturers that can ensure their fabrics fulfill the highest standards of production socially and environmentally. Our designs are brought to life with the best quality at our atelier in Medellín.

Beyond our fabric providers, we make a conscious effort to select textiles with a sustainable perspective:

Working mainly with natural fibers, like cotton and Flax/Linen sourced with renewable practices.

Continuous research on recycled fibers. All of our swimsuits are also made from recycled pet fibers that create a beautiful, long lasting lycra.

Development of new technological solutions through cross-industry innovation with the food industry. For PF/ FW 23 we introduced a fabric made out of sugar cane fibers, a by-product of sugar production.

Some of the certificates that the fibers and fabrics we work with are: GOTS, GRS, OEKO- TEX STD 100, BCI, FSC, LYOCELL.

Working mainly with natural fibers sourced with *renewable practices*.

Continuous research on *recycled fibers*.

a fabric made out of *sugar cane fiber*

Traditional *hand-made processes*

A commitment with *Latin American culture*





We believe in refined beauty; we curate narratives to inspire our collections, giving both our clients and our team ideas to think about.

Be it the life of a woman who decided to spend the last years of her life in the grandeur of Mexico's paysage and spiritual richness, or the study of algae, seen as the first historical approach of

women to science—these universes and stories serve to connect us with a bigger sense toward the world, helping us find meaning.

We believe, as Patti Smith says, that *“if only each generation would realize that the time for greatness is right now when they're alive... the time to flower is now.”* At Agua by Agua Bendita, we want our topics and inspiration to

drive women to reach this momentum of florison, of bloom.

We are beauty-driven, thrilled by refined aesthetics, honoring Latin American women and their unique modus vivendi and curiosity towards the world.

A Story of Beauty.



Research For Elegance.

We like to call it, an elegant approach to the world. To better explain this, we must quote Andrew Salomon on Deeda Blair:

“The word “elegant” is in regular use in both fashion and science; it can describe a certain understated self-assurance manifest in a choice of clothing, an arrangement of furniture, or the setting of a table and, equally, the underlying structures of the RNA”.

This is what we think of are our beauty-cultured women like to dive into.



Our Design Philosophy

Our design philosophy is simple, rooted in emotion and beauty rather than experimentation or rationality.

Through the last seven years, we have developed a deep connection to ever-evolving codes, like square necklines and midi lengths, that feel true to our heritage and tastes.

These codes stand on a balance—a harmony between color, texture, and aesthetic exploration. We believe these harmonic codes are the reasons women feel excited, happy, proud, and moved by our collections.

Our Portfolio

We design pieces that are timeless and that can be combined between them. Each piece tells a story of Latin America.

Our portfolios today are 80% ready to wear and 20% swimsuits. And through collaborations we have taken the brand to other categories.



A pair of vintage silver scissors is positioned diagonally across the frame. The scissors have ornate, oval-shaped handles and sharp blades. They are set against a background of a repeating blue floral pattern on a light-colored fabric. The text "Handmade & Craft" is overlaid in a white, elegant serif font, centered over the scissors.

*Handmade
& Craft*

“Over 90% of our employees are women. They work with their hands on different crafts.”



We are committed to keeping Colombian craftsmanship alive, and our artisans are the heart of our narratives.

We work with women who have the unique ability to develop dreamy creations with thread. They have always been the creative partners behind our special pieces that can sometimes take up to 200 hours to hand-embroider.

Some of these women work from home, having to take care of their children. Their employment opportunities were limited, now they create for Agua from home, besides their children and families; some others have created companies that employ other artisans, groups of independent women who meet and celebrate female empowerment through work.



Agua by Agua Bendita's manufacturing house photographed by the Italian magazine Mulieris for our Gucci Vault Collaboration.

Besides our artisans we employ a robust team of creatives in areas like design, arts, marketing and hundreds of seamstresses and logistic associates who help put together our pieces and deliver them to our clients.

Over 90% of those employees are women.

From the beginning, Agua by Agua Bendita has been committed to creating an enjoyable work environment that recognizes the efforts of our dedicated team.





Our Journey of Craftsmanship

At the heart of our brand lies our craft, the technique that creates these impeccable and exquisite Agua pieces. Every stitch and detail is meticulously crafted to bring to the world stunning, timeless and embroidered garments. From hand-illustrated botanicals, to the hand-embroidered petals, we seek to honor this artistry in all of our creations.

The art behind our pieces



01.



Reserach

02.



Illustration

03.



Machine Embroidery

04.



Hand-embroidery

05.



Finishing



Our journey of craftsmanship begins with the hand illustrations made by our astonishing design team, followed by a careful selection of fabrics to ensure impeccable quality.

Our design process starts with an observation of nature, which is later captured through illustrations and embroidery. When creating a new piece, besides considering harmonic codes, we develop engineered patterns that we continuously alter, fit, and re-fit with the help of an expert team of patternmakers trained in Milan and Paris.

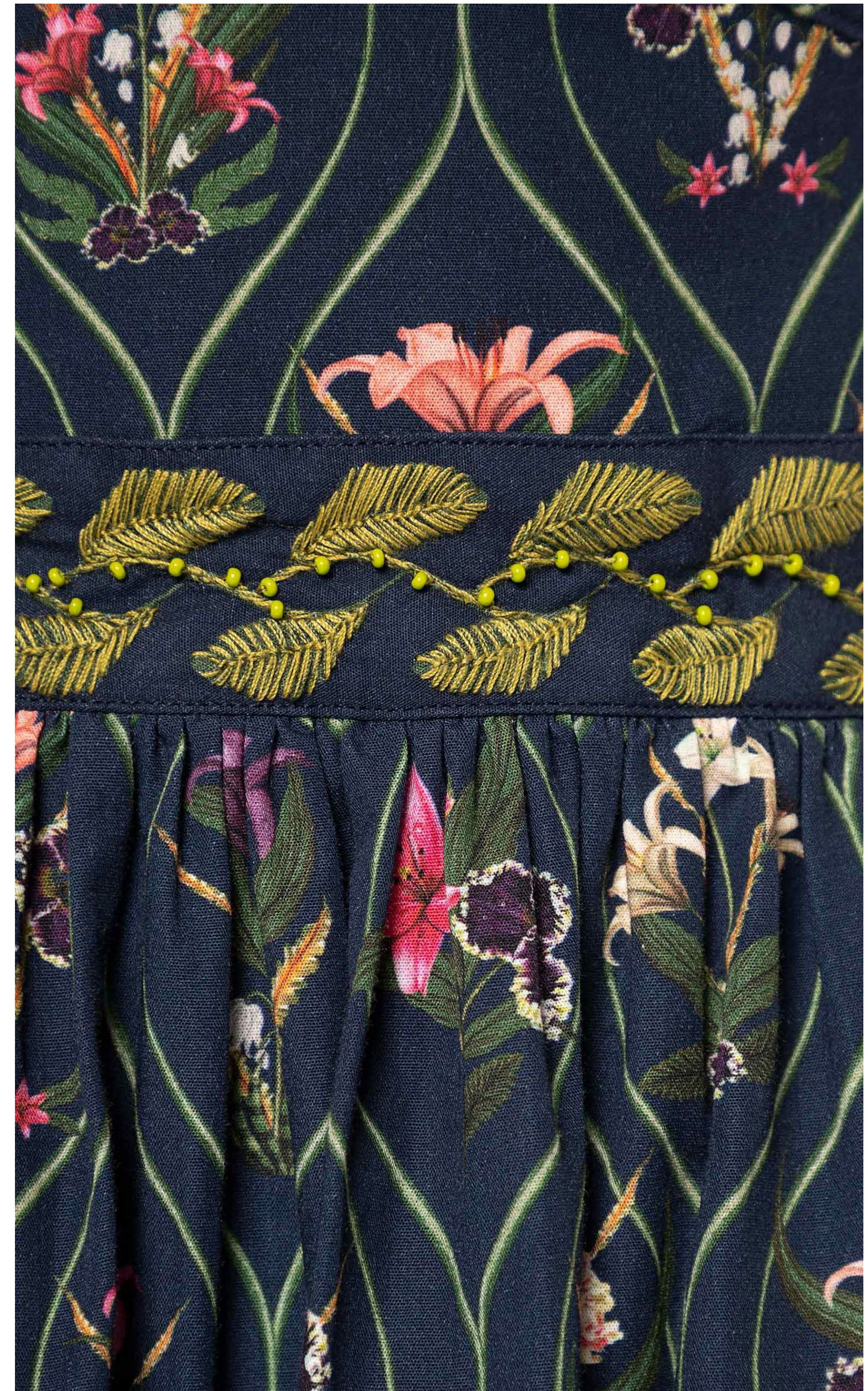
We take every step in the design process seriously—from sketching and technical drawings to fittings and print development, the latter being one of our greatest passions at Agua by Agua Bendita. Prints are the soul, the cornerstone of our brand's DNA; they are the language through which our pieces tell the brand's stories.





Finally, our team of artisans is masterful, precise, and dedicated, bringing our illustrations to life—some pieces taking up to 200 hours to be hand-embroidered.

For us, craftsmanship is much more than the mere art of creation; it is a statement of passion and expertise, an ode to the beauty of each singular creation that bears its own life in the hands of its creators, our artisans.



[illegible]



2019: *Maisonette*



2021:
Caronlia Bucci



2023:
Missette



2023:
Xandra Uribe



2025:
Zacapa



Coming Soon:
Alexandre Birman

We have collaborated with renowned international brands as well as influential figures in the fashion industry: taking our work to new frontiers, pushing our concepts, and expanding our creative universe.

Our pieces in collaboration consciously honor our origins while bringing in new cultural ingredients and references that feed the work of our team.



2022:
Stefania Tejada



2023:
Gucci Vault



2024:
Escvdo

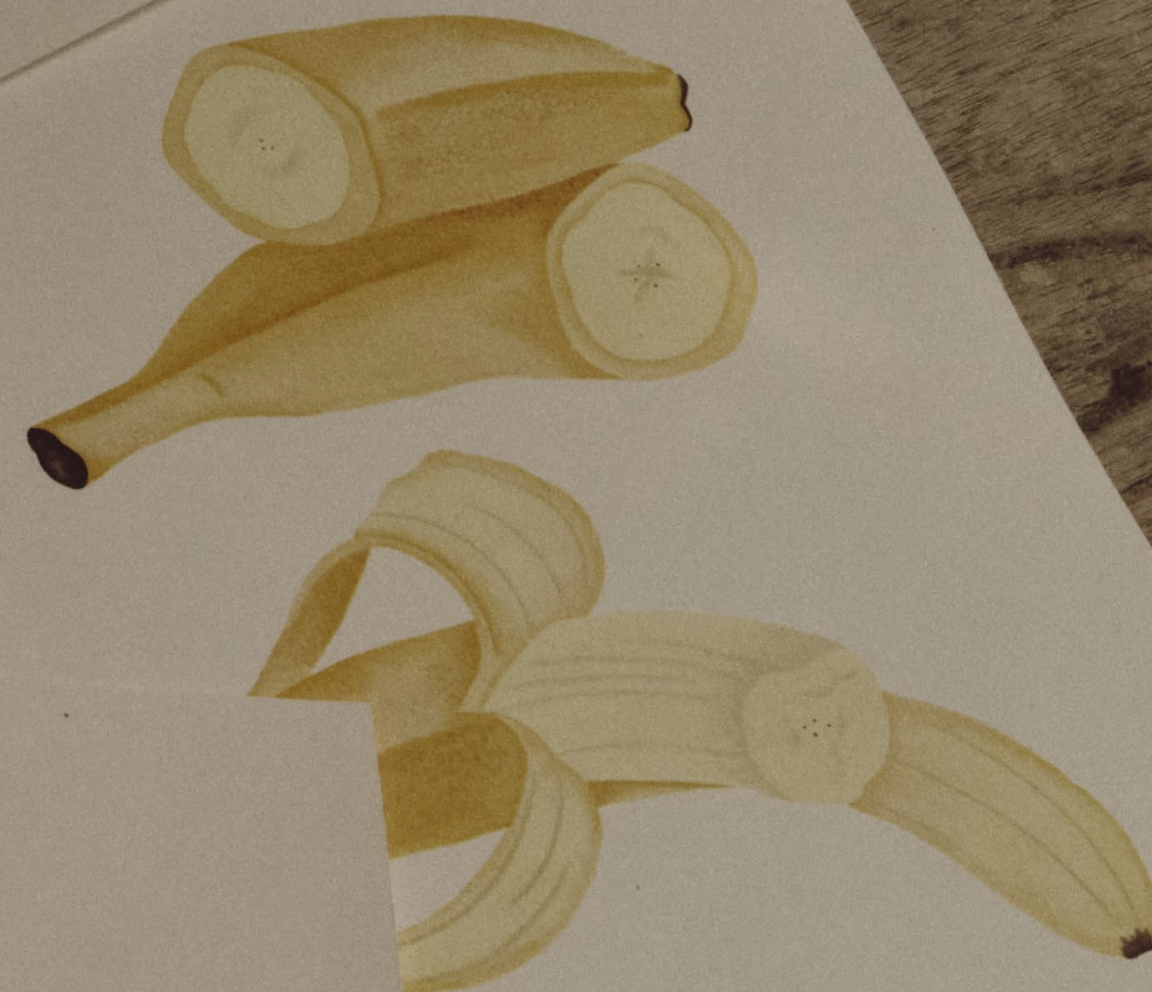


2025:
Andrea Wild



Coming Soon:
de Gournay & The Colony Hotel

Artists





In line with our intention to honor the natural world and elevate female artists, we have partnered with Colombian artists Stefania Tejada (2022) and Xandra Uribe (2023) to create exclusive capsules that merge both worlds—the artists’ and ours.

For 2025, our guest artist is Andrea Wild Botero. Dedicated to illustration and an expert in creating elements inspired by her homeland, Colombia, Andrea injects color, history, and Colombian DNA into our High Summer 2025 collection.



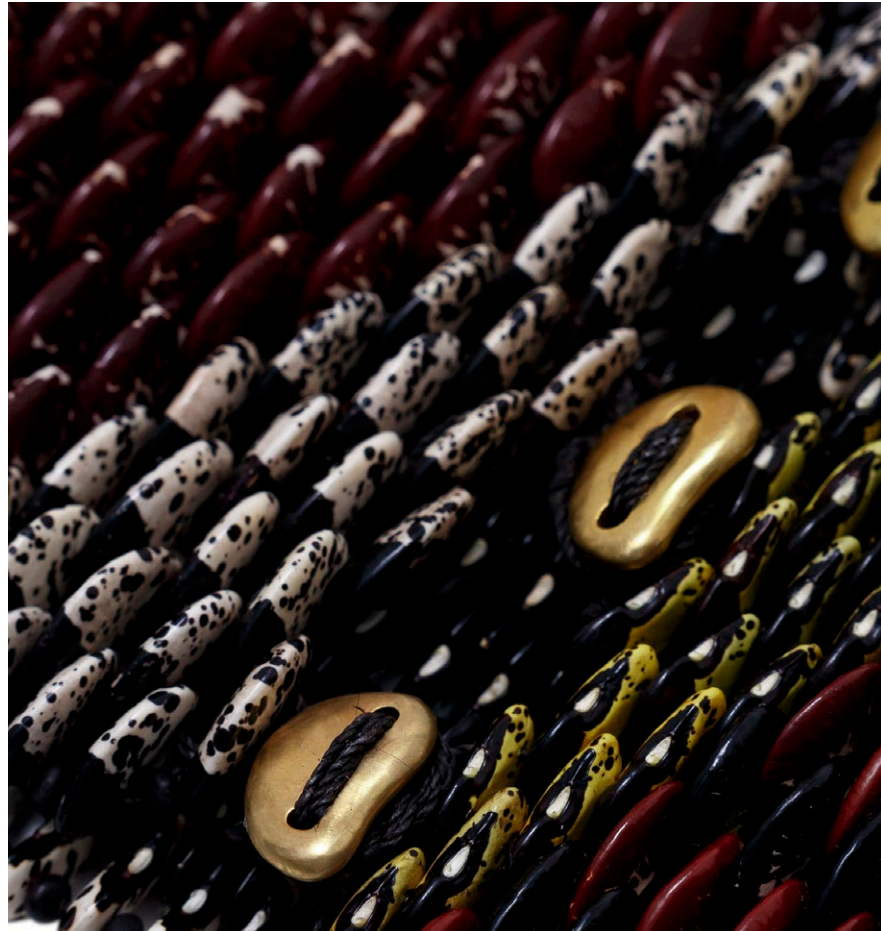
2022



Stefania Tejada



2023



Xandra Uribe



2025



Andrea Wild



A woman with long brown hair, wearing a black sleeveless dress with a white floral belt, stands in a dry, grassy field. She is shielding her eyes from the sun with her right hand. In the foreground, two white llamas are blurred, moving across the frame. The background shows a rocky horizon under a clear blue sky.

Latin American Power

2025



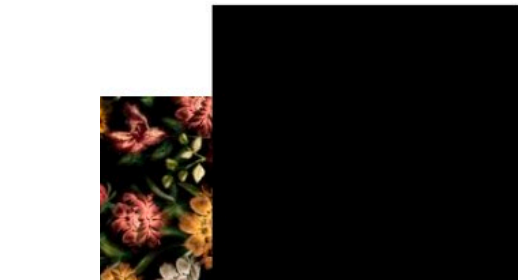
Zacapa



2024



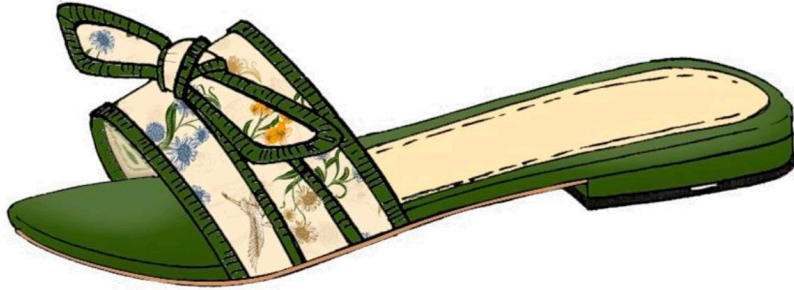
Esodo



Coming Soon

ALEXANDRE
BIRMAN
X
A G U A
LAGUABENDITA

Alexandre Birman



35973 0028
HH. 15MM

LAGUNA

ALEXANDRE BIRMAN X AGUA BENDITA (1).pdf

A young girl with long brown hair is running barefoot through a lush green field. She is wearing a sleeveless dress with a colorful pattern of postage stamps, including one from Colombia. In the background, several cows with brown and white patches are standing behind a wire fence. The scene is set in a sunny, open field with trees in the distance.

New Categories

2019



Maisonette



2021



Carolina Bucci



2023



Missete



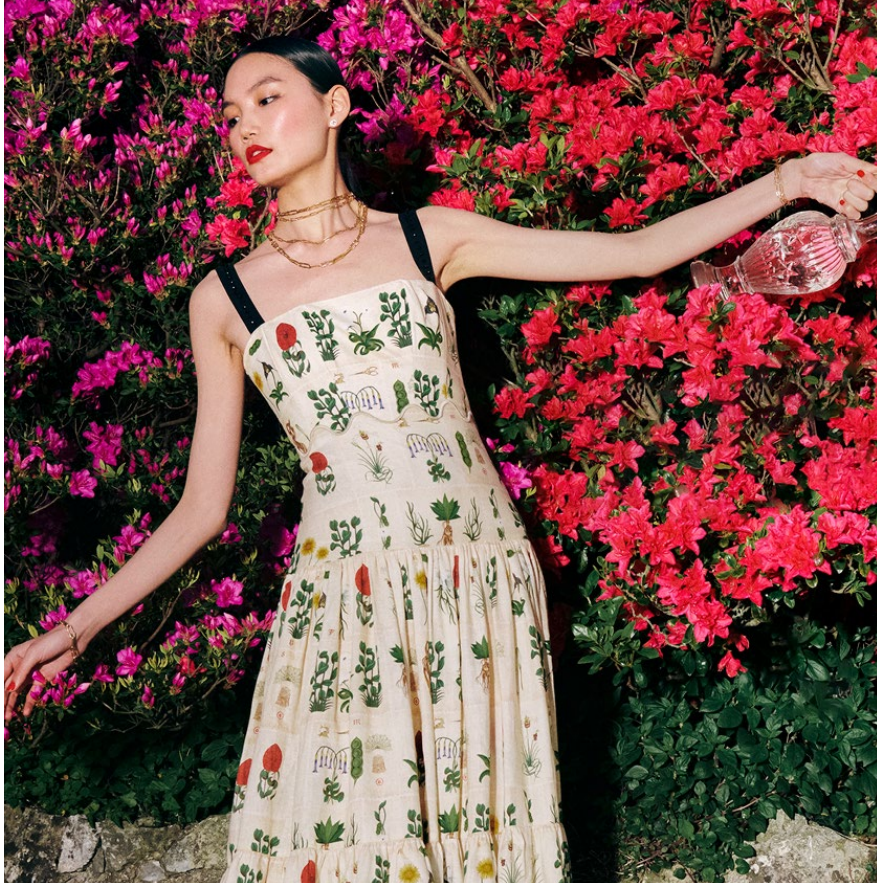
Looking to expand our universe and with the collaborative spirit that has always characterized us, we have worked on multiple collaborations with partners around the world, bringing the brand's values and DNA to new categories



Global *V*ision

2023

Gucci



Coming Soon

de Gournay & The Colony Hotel



Agua's Universe



Agua is the scent of orange blossom and carambolo, tobacco and fresh-cut wood, the sound of a bolero or bossa nova drifting through a sunlit room. It evokes memories of home, the countryside, exotic fruits, and botanical exploration.

Agua is made up of stories inspired by Latin America, its joyful spirit, its nostalgia, its nature and traditions that are later translated into every piece through the hands of our artists that honor the region's cultural and environmental legacy.



Agua Women

The Agua woman is from anywhere in the world. She is a natural beauty who prefers wearing little to no makeup and keeps her hair wavy and undone. She'd rather be barefoot, feeling her feet against white sand or soft blades of grass. She's an ever-curious intellectual, eager to learn more about the world around her. She appreciates all things organic and finds charm in the unrefined. Her joyous attitude sets her apart. Above all, she is authentic, confident, and effortlessly cool.

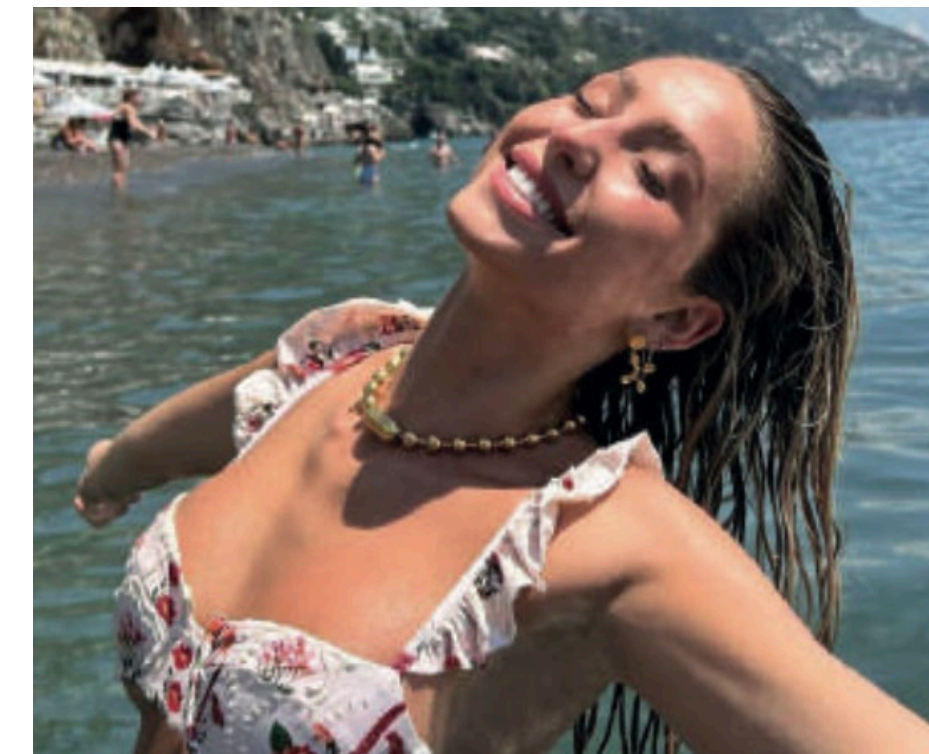
She falls within the demographic range of 25 to 45 years old and possesses a profound appreciation for the artisanship inherent in our garments.



Ivanka Trump



Jessica Alba



Alix Earle



Julia Berolzheimer



Lulu Wang



Kelly Rutherford



Anna Dello Russo



Anabelle Wallis



Blanca Miró



Brand Experiences

Fascinated by hosting and personalized experiences, at Agua by Agua Bendita we have dedicated ourselves to creating unique experiences that connect people with our brand and lifestyle. From collection launches, brand presentations, collab launches and networking spaces with press and influencers.



In *Bogotá*, our store is a vibrant celebration of hand-crafted artistry. Enchanting walls adorned with timeless prints and colorful dressing rooms welcome visitors into a joyful, intimate setting that captures the heart of the Agua universe.

In *Barranquilla*, hand-illustrated prints, carefully selected furniture, and botanical elements create a home-like atmosphere that honors the culture and creativity that inspire our collections.

Casa Agua

Each Agua by Agua Bendita store is a sensorial translation of our brand's spirit, an immersive space where craftsmanship, nature, and Latin American heritage converge.

Thoughtfully designed to reflect the values that define Agua: romanticism, elegance, and cultural reverence.





In *Medellín*, the city of eternal spring, nature-inspired archival prints appear on custom wallpaper, drapery, and furnishings, creating a poetic homage to our roots and the surrounding beauty.



Our flagship in *Cartagena*, nestled within a historic colonial setting, is an incredible way to experience the brand with adobe brick arches, green checkered floors that reflect the lush outdoors, and custom iron racks by local artisans, the space feels like a natural extension of its enchanting city.

Our *Business*

Strategic Milestones

2018: Strategic Growth Plan Initiated

Marked by a focus on innovation, brand storytelling, and partnership building.

2021: Online Store Launch

The beginning of our direct-to-consumer journey, with a strong emphasis on storytelling, craftsmanship, and global accessibility.

2023: Expansion into the U.S. Market.

Tailored infrastructure to meet rising demand, marking a major leap in operational scale and regional focus.

2023: The Launch of our Manufacturing house.

Allowed us to standarize and bring our know how to every detail.



Discover some of our locations...

Agua, a Colombian brand around the globe.

Our Retailers

Agua is featured in a curated selection of luxury and contemporary retailers, from leading e-tailers to boutique spaces. We present collections three times a year in New York and Paris, reinforcing our place on the global fashion stage.

Agua also comes to life through pop-ups and curated corners in top destinations like Harrods, Bloomingdale's Dubai, and Bergdorf Goodman—sharing the beauty of Latin American craftsmanship with a global audience.

*72% of our sales corresponds to
wholesale*





Harrods

SELFRIDGES & CO

HARVEY
NICHOLS



LIBERTY
LONDON

OUNASS

MODA OPERANDI

MYTHERESA

BERGDORF
GOODMAN

NET-A-PORTER

Direct to Consumer

70+ Countries Reached

Our handcrafted pieces have been shipped to more than 70 countries, reflecting the universal appeal of our Latin American-inspired designs.

1M+ Website Users

Since launching our online store in 2021, we've welcomed over 1 million unique users globally—engaging with audiences through a strong digital presence and curated content.

70% of Ecommerce Sales from the U.S.

The U.S. has become our most significant market, now generating 70% of all ecommerce revenue, highlighting the importance of tailoring our infrastructure to meet this demand. We now have our operations set up in a miami warehouse for US logistics.

Insights Ecommerce

Online customers
United States 60%
Colombia 20%
Europe 8%
Rest of the World 12%

US: Nueva York & Texas
Colombia: Bogotá & Barranquilla
Europe: UK & Italy

15% of our sales corresponds to online
& 13% to retail.





Social Media

300k+
Instagram Followers

Audience
US: 26.2%
Colombia: 17%
Spain: 6%

25-34 Age Range: 36.8%
35-44 Age Range: 35.4%

Continue expanding our international vision through the opening of physical spaces in strategic regions. Broaden the reach of the brand universe by entering new categories.

Our Vision

Pursue the continuous search for new developments and savoir-faire, creating garments of ever-higher quality and for new occasions of use—complementing resortwear with pieces that allow the brand to be worn all year long. Explore new materials and techniques that preserve the cultural and environmental legacy that has always defined the brand.

Grow our global community by giving our clients the freedom to discover an authentic, liberated

A Letter From Our Founders

To the Latin American Fashion Awards Committee,

We are honored to present Agua by Agua Bendita as a nominee for Brand of the Year—an award that, for us, represents more than creative recognition; it is a celebration of culture, community, and purpose across Latin America.

As founders, we created Agua by Agua Bendita with a deep commitment to our roots. From the beginning, our mission has been to honor Latin American craftsmanship, empower women artisans, and celebrate the richness of our region’s stories and biodiversity. Every collection we design is built on collaboration with the talented hands of over 500 female artisans across Colombia, whose ancestral knowledge brings our pieces to life with soul and authenticity.

An Agua piece tells a story of place, of tradition, of identity, and is a tribute to the vibrancy of Latin American life.

Sustainability is a non-negotiable pillar of luxury. Through our choices, we aim to preserve not only the ecosystems that inspire us but also the livelihoods of the communities we work with.

To be recognized as Brand of the Year would be an incredible honor—not just for us, but for the many artisans, designers, and storytellers who make Agua possible. It would celebrate a brand defined by heart, heritage, and a pursuit of beauty with meaning.

With gratitude and admiration for all those elevating Latin American fashion on the global stage,

Mariana Hinestroza & Catalina Álvarez
Co-Founders, Agua by Agua Bendita



AGUA

by AGUA BENEDITA