

RETAIL INSPIRATION EXCURSION MEXICO CITY

Retail Expansion Summit × Inspiration Excursions by yuxta

Experience framework &
route architecture

October 16, 2026

TWO TRACKS. TWO WAYS OF SEEING THE CITY.

Both tracks explore the same question from different angles:
what makes a concept strong enough to grow – and what makes it matter to people.

TRACK 01



MADE

Build the core



A route focused on how value is built through design, materials, product, process and physical space.

WHAT DOES THIS TRACK EXPLORE?

What can be intentionally built systematized and repeated?

TRACK 02



LIVED

Earn relevance



A route focused on how value becomes meaningful through culture, behavior, community, curation and experience

WHAT DOES THIS TRACK EXPLORE?

What makes people connect, care and return?

WHERE BOTH TRACKS MEET

At the end both perspectives come together to answer one shared question:

What travels? What stays local?

THE SHARED OPENING

The day begins together with registration, a field kit and a shared opening designed to set the tone for the excursion. Participants then split into two parallel starting points before departing into their tracks.

OPTION 1



Safe Space

General Prim 30



An optional guided opening for participants who want to begin in a more reflective way. Limited capacity, pre-registration required.

FOCUS

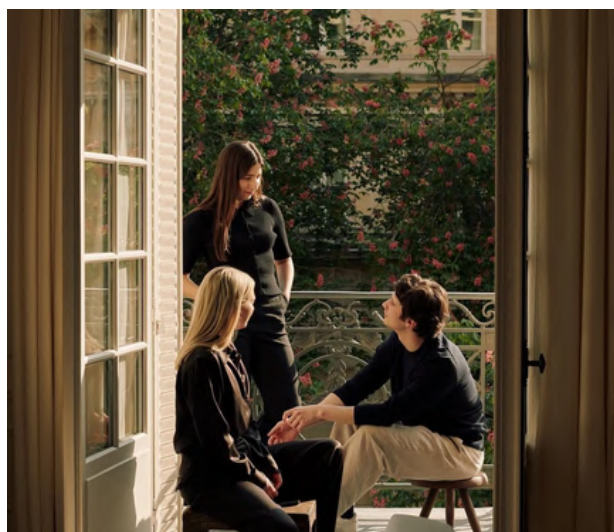
- REFLECTION
- PERSPECTIVE
- INTENTION

OPTION 2



Human library

Cecilia Fernández de Mendoza



A small-group conversation that frames the city through an anthropological lens and sets up what to observe during the day.

FOCUS

- PEOPLE
- CULTURE
- OBSERVATION

MORNING FLOW

1

8:30–9:00
Registration
+Field Kit

Check in,
receive your
field kit and
meet the group.

2

9:00–10:00
Shared Opening

Choose between
the two parallel
opening sessions.

3

10:00
Track Departure

Participants split
and depart into
their tracks.

TRACK 01

The city at street level

A route through Roma, Juárez and Condesa exploring culture, retail, business and hospitality at street level

TRACK 01

TRACK 02



TIME	EXPERIENCE	ZONE / ADDRESS
10:20–11:20	Laguna + Rodrigo / ReUrbano · Urban regeneration + ecosystem	Doctores · Dr. Lucio 181
11:40–12:40	Héctor Esrawe + EWE · Material → design → business	Roma Norte · Córdoba 206
12:50–1:25	Golden Goose HAUS · Co-creation + customization	Roma Norte · Colima 160
1:35–2:15	ESCA · Product + hospitality	Roma Norte · Córdoba 140
2:15–2:55	Lunch if needed	Roma Norte · TBD
3:05–3:40	Can Can Press · Publishing + production	Juárez · Marsella 56
3:45–4:05	Gramo · Expertise + product	Juárez · Marsella 70
4:10–4:35	Carla Fernández · Craft + contemporary fashion	Juárez · Marsella 72
5:00–5:20	Soho House · House experience	Juárez · Versailles 28
5:20–6:00	MADE + LIVED · Input → Principle → Application	Soho House
6:00 onward	Drinks + bites	Soho House

TRACK 02

How relevance is built

A route through Juárez and roma, exploring the cultural, social and sensorial layers that make people connect, care and return.

TRACK 01

TRACK 02



TIME	EXPERIENCE	ZONE / ADDRESS
10:20–10:50	Colima 112 · Curation + luxury retail	Roma Norte · Colima 112
10:55–11:45	MOONI + founders · Art + new audiences	Roma Norte · Colima 129
11:55–12:25	Xinú Haven · Scent + ritual	Roma Norte · Córdoba 87
12:40–1:10	Studio davidpompa · Material + experience	Roma Norte · Colima 264
1:25–2:30	Maizajo · Tradition + contemporary business	Condesa · Fernando Montes de Oca 113
2:45–3:40	Michel Rojkind · Architecture + behavior	Condesa · Location TBD
3:45–4:00	MYKA · Recognition + repeatability	Condesa · Ámsterdam 264
4:10–4:50	LENOM + team · Culture + brand relevance	Hipódromo · Culiacán 123
5:00–5:20	Soho House · House experience	Juárez · Versailles 28
5:20–6:00	MADE + LIVED · Input → Principle → Application	Soho House
6:00 onward	Drinks + bites	Soho House

inspiration excursions[®]

by yuxta

Get more inputs.