



# ATELIER

By  
**Daniel Rdz.**

We transform your presence, we  
enhance your success.



# What is Atelier by Daniel Rdz.?

Atelier by Daniel Rdz. is an exclusive space within Daniel Rdz. Comunicólogo, where elegance merges with personal power. As part of our public relations and communication agency, we specialize in enhancing the presence and image of leading women, executives, beauty pageant hopefuls and models, offering exclusive services designed to stand out in every facet of their professional and personal lives.

# Mission and Vision

Our mission is to empower influential women with high-level positions of responsibility, as well as beauty pageant contestants, through comprehensive development that includes personal brand strategy, media training, and image and style consulting. Our vision is to become the benchmark in Mexico for the development of personal brands and the comprehensive preparation of women who wish to excel in their fields and in beauty pageants, guiding them to success with confidence and style.



# Philosophy and Values

At Atelier by Daniel Rdz., we believe in the transformative power of image and communication. We are guided by the values of authenticity, elegance, empowerment and excellence. Each service we offer is based on a philosophy of personalized attention, respect for individuality and commitment to quality, ensuring that our clients always project their best version.



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# Services

## **Personal Branding:**

We develop personal brands that reflect the authenticity and leadership of each client. Through a strategic approach, we work to create a strong and coherent identity that resonates both professionally and personally.

## **Media Training:**

We prepare our clients to excel in any type of media scenario, from interviews to public presentations. Our media training includes effective communication techniques, body language management, and strategies to project confidence and clarity.

## **Reputation Management:**

We offer customized strategies to manage and protect our clients' public image. Through constant monitoring and proactive responses, we ensure that public perception is always aligned with their values and objectives.



# Services

## **Digital Communication:**

We manage our clients' digital presence, creating and implementing communication strategies that increase their visibility and engagement on social media. From content creation to online crisis management, we guarantee a coherent and effective digital presence.

## **Events and Public Relations:**

We organize exclusive events and design PR strategies that maximize our clients' exposure and impact. We take care of every detail, from planning to execution, to ensure that each event is a resounding success.

## **Personal Image and Style Consulting:**

We offer fashion and style consulting tailored to each client's needs and goals. We work closely with designers and stylists to ensure that each look projects authority, elegance and personality.



# Services

## **Development of Social Projects:**

We advise our clients in the creation and promotion of social projects that reflect their values and contribute to their community. We ensure that each project is meaningful and aligned with their personal brand.

## **General Culture and Etiquette Workshop:**

We offer specialized workshops that strengthen cultural knowledge and hone social etiquette skills of our clients, allowing them to excel in any social or professional setting.

## **Catwalk Walk:**

Our runway classes are designed to enhance stage presence and confidence on runway shows, ensuring that each client projects elegance and confidence with every step.





# Alejandra Estrada

POR PAOLA MUÑOZ  
redaccion@expres.com

PREPARÁNDOSE PARA MISS MÉXICO

## ALEJANDRA ESTRADA, BELLEZA CON CAUSA

Alejandra Estrada, representante de San Luis Potosí 2024 en el certamen de belleza Miss México, comparte su motivación para participar en el concurso, su proyecto social.

En sus palabras: "El motivo por el que entré a los certámenes de belleza es principalmente porque tiene mucha importancia la parte del proyecto social", dijo en entrevista con Expres.

Alejandra es fundadora de My Safe Place, una fundación dedicada a proporcionar espacios seguros para adolescentes, donde puedan desarrollar inteligencia emocional a través de las artes.

"Este proyecto surge desde una experiencia propia, pero, además, es una manera en la que yo puedo combinar las dos cosas que más me gustan, que son las artes, principalmente el teatro musical, y lo que es mi carrera profesional, pues soy psicóloga clínica", comentó.

Respecto a cómo estos concursos pueden contribuir a sus metas, la potosina mencionó que Miss México es la plataforma ideal para encontrar las personas indicadas que tengan la misma afinidad y metas que ella.

☉ Su motivación para participar en el certamen es el objetivo social del mismo, pues tiene una fundación que ayuda a jóvenes y niños a manejar sus emociones a través del arte.



DE VIVA VOZ

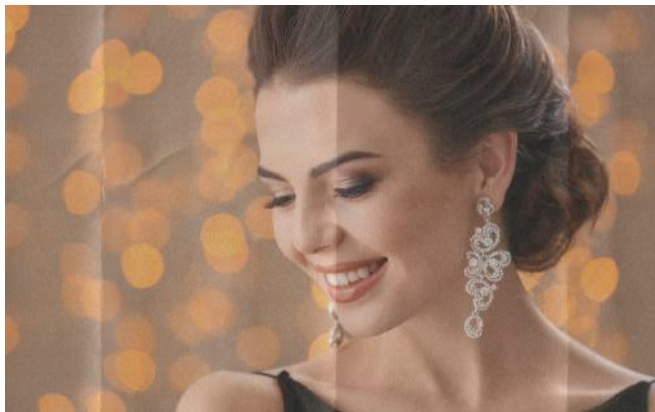
"El motivo por el que entré a los certámenes de belleza es principalmente porque tiene mucha importancia la parte del proyecto social".

Alejandra Estrada  
Miss  
San Luis Potosí

Alejandra Estrada, Miss San Luis 2024, is one of our featured clients. Through our personal branding, media training, and image consulting services, Alejandra has strengthened her presence and confidence in beauty pageants. Her evolution is a clear reflection of the comprehensive and personalized approach we offer at Atelier by Daniel Rdz., guiding her to success every step of the way.

# Value Proposition

Atelier by Daniel Rdz. stands out for offering a highly personalized approach that combines elegance with personal power. Our direct connection with the Daniel Rdz. Comunicólogo agency allows us to integrate advanced communication strategies with image consulting, creating a unique space where each client receives exclusive attention and tailored solutions.




One of the aspects that makes Atelier by Daniel Rdz. truly unique is our network of strategic alliances with leading fashion personalities, image consultants and former beauty queens. These collaborations allow us to offer our clients privileged access to high-level knowledge and experience, ensuring that each service is not only cutting-edge, but also infused with the experience and wisdom of industry leaders.

# Exclusives

**Personalized Experiences:** Each service is tailored to the individual needs of our clients, offering a unique experience that reflects their personality and goals, enriched by collaboration with influential figures from the world of fashion and beauty.

**Access to a Network of Experts:** Our clients have the opportunity to work with a select group of experts in fashion, communication and personal development, including former beauty queens and renowned image consultants. These alliances guarantee comprehensive support at every stage of their transformation, providing them with the tools and knowledge necessary to excel in their field.



We are here to help you project your best version. Connect with us and discover how we can work together to achieve your goals effectively and elegantly. At Atelier by Daniel Rdz., every detail counts.

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