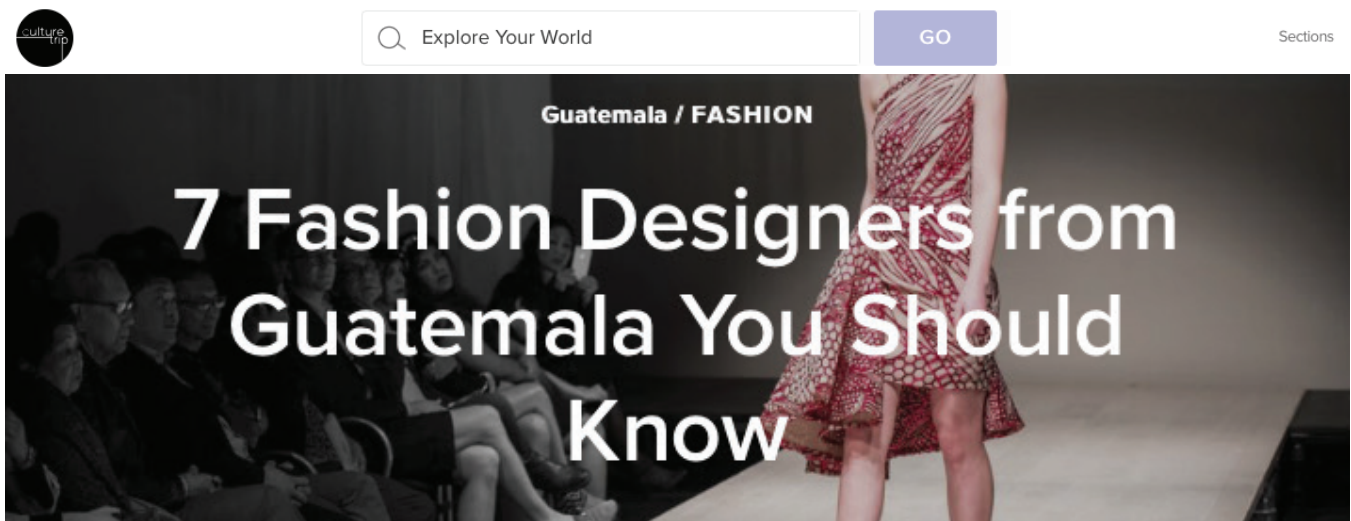


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Selene Nelson
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Guatemala may be known more for its [culture and landscape](#) than for its fashion, but things are about to change. Though this small Central American country only held its first fashion week in 2014, fashion has become increasingly important and [fashion influencers more prominent](#). From runway couture to ethical trends, here are seven Guatemalan designers you should know.

Guillermo Jop

At the forefront of Guatemala's fashion revolution is runway couture designer Guillermo Jop, head designer for the [GUIiSHEM](#) brand. The Guatemala City native considers himself a "[pioneer of fashion](#)" for his country, and has dressed celebrities including Kristen Stewart, Kelly Osbourne, Julianne Hough, Christina Milian, and Bella Thorne. Jop has worked in Europe, New York City, and Guatemala, with some of the world's top designers like Donna Karan, Zac Posen, and La Perla. Jop won the La Perla Award in 2004, the Centro America Moda best young designer in 2007, and has been named one of Guatemala's Top 10 People.

