



HONORARY MENTION

ROGELIO BAILLERES PIONEER OF MALE WELLNESS CULTURE IN MONTERREY, MEXICO

PIECE BY DANIELA VALDEZ & PHOTOS BY DAVID CORONADO

IN RECOGNITION OF EXCELLENCE: A GLOBAL TRAVELER EXCLUSIVE FOR FXEXPRESS PUBLICATIONS LEADER AWARDS; A VISIONARY ENTREPRENEUR IN REDEFINING WELLNESS FOR MEN IN MEXICO.

In the vibrant tapestry of Mexico's wellness landscape, one individual stands out as a trailblazer, reshaping the way we perceive and experience wellness. Rogelio Bailleres, a visionary entrepreneur, has seamlessly intertwined his passions for wellness, skincare, fashion, and music to craft a holistic and transformative experience specifically tailored for men.

As we celebrate excellence in the wellness industry, it is our privilege to present an honorary mention to Rogelio Bailleres in this exclusive edition of the Global Traveler, dedicated to the FXExpress Publications Leader Awards.

Awards and Recognition: Elevating Standards in Wellness

Rogelio's commitment to excellence has not only set a new standard but has also garnered well-deserved recognition.

Men Wellness Private Studio, his brainchild, was founded in November 2017 and has risen to an extraordinary performance with a modest but appealing menu of massage therapy, facial boosters and body scrub experiences. The brand's online presence is a high standard for independent industry standards.

The studio's trajectory has been adorned with prestigious awards such as the Hospitality Travel Awards (2020-2023), TripAdvisor's Traveller's Choice (2021-2022), and the International Spa & Beauty Awards (2022). These accolades speak volumes about the unparalleled quality and innovation that define Rogelio's establishments.

Media Darling: Making Waves Across Prominent Outlets

Beyond the walls of Men Wellness, Rogelio has become a prominent figure, gracing the pages of leading media outlets such as Cool Hunter Mx, PLUI Magazine, BLINK Magazine, and StoneFoxy Magazine. His story, vision, and dedication to promoting neomascularity and a conscious lifestyle

for men have captivated audiences, sparking meaningful conversations on the evolving landscape of masculinity.

Neomascularity: Shattering Stereotypes and Fostering Change

Rogelio Bailleres transcends the conventional role of a male masseur; he is a revolutionary figure reshaping the narrative of masculinity. Through his work and personal example, Rogelio has shattered stereotypes, guiding male culture towards a more responsible and aware lifestyle. His advocacy for self-care and nourishment has ignited a movement, redefining wellness for men in Monterrey, Mexico.

A Renaissance Man: Wellness, Fashion, Music, and More

Venturing beyond wellness, Rogelio's influence extends across diverse industries. As a house music DJ, he has graced stages at music festivals, night happenings, and fashion venues, showcasing his versatility as a creative agent. Constantly contributing to fashion, music, editorial, and lifestyle culture in Mexico, Rogelio Bailleres has solidified his status as a true renaissance man.

Inspiring Change: The Rogelio Bailleres Effect via Men Wellness

Rogelio's innovative approach to wellness has not only garnered awards and accolades but has inspired a paradigm shift in how other wellness ventures communicate and provide services to the male market. His dedication to hospitality experiences and self-care services has become a benchmark for excellence, setting a new trajectory for the wellness industry in Mexico and beyond.

As we celebrate the FXExpress Publications Leader Awards, it is with great honor that we recognize Rogelio Bailleres as a standout figure in the wellness industry. His work reflects not only a commitment to excellence but a genuine passion for reshaping masculinity and wellness culture. We look forward to witnessing the continued impact of Rogelio's visionary contributions in the years to come.

CONGRATULATIONS, ROGELIO BAILLERES, ON THIS WELL-DESERVED HONORARY MENTION.



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- * Aviation Industry Leader
- * Hotel Industry Leader
- * Cruise Line Industry Leader
- * Airport Industry Leader
- * Green Initiatives & Sustainability Industry Leader
- * Diversity, Equality & Inclusion Industry Leader

+ Honorary mention from leading trailblazers in Hospitality and Unique Travel Experiences in MEXICO, ARGENTINA, COLOMBIA and ECUADOR. PLUS; 2024 Tourism Business Model Foresight.

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