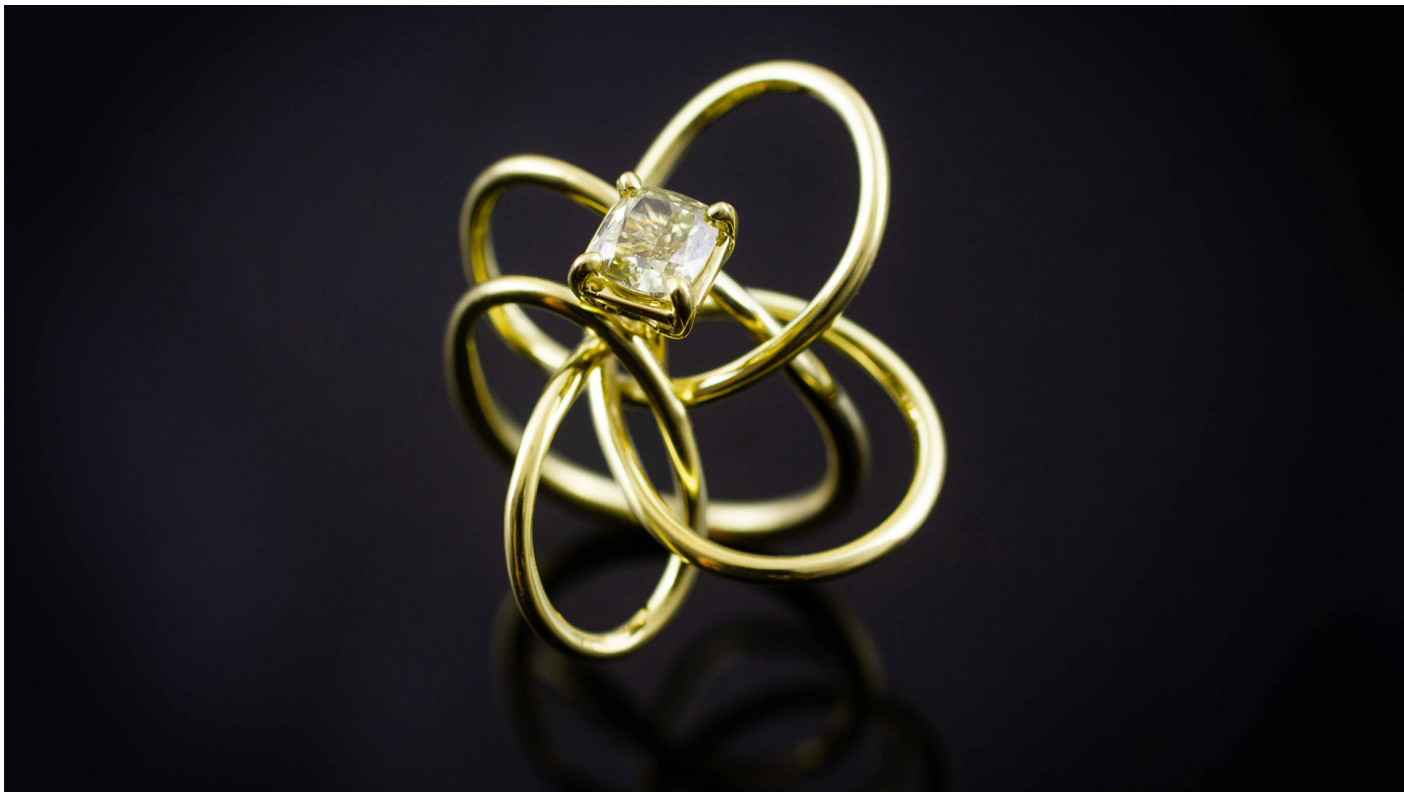


# Diamonds! The Tec professor who designs jewelry for celebrities



*Photos: Luis Delaye and Esteban Calderon*

*“I started in high school; I made things and sold them to my friends for celebrating one-month anniversaries with their girlfriends.”*

This is how **Luis Delaye**, professor at [Tecnológico de Monterrey's Toluca campus](#), began his career in the world of jewelry.

Today, **Delaye** is a renowned international designer and founder of [Petit Bribón](#), his own jewelry brand. He's created pieces for celebrities such as **Megan Fox** and **Zoe Saldaña**, as well as for the singer **Lana del Rey**.



width="900" loading="lazy"> **Celebrity collaborations**

Luis said that the **collaborations with Lana del Rey, Megan Fox, and Zoe Saldña** happened through the Spanish edition of [Nylon](#) magazine.

*“Esteban Calderón, a friend and former director of photography at Nylon in Spanish, made the connections so that they could model the jewelry.*

*“In 2016, Esteban photographed **Lana del Rey** with one of our pieces in Paris. **Lana liked the piece so much that she kept it,**” shared Luis Delaye.*



width="900" loading="lazy"> **His beginning in the world of jewelry**

His **personality** and **interest in fashion** led Luis to start his first **jewelry venture** while studying at university.

*“I like to understand fashion and see the results of design quickly. That’s what jewelry is: a quick process and a critique of society through objects,”* Delaye explained.

**Lost & Found** was the first jewelry firm run by Luis. It attracted the attention of various fashion magazines such as [Harper’s Bazaar](#) and [Elle](#).

Despite being successful, Luis decided to close **Lost & Found** and stay away from jewelry for a while.

*“It was exhausting because I was studying and working at the same time. I had to sell and also maintain my grades,”* he shared in an interview with CONECTA.

### **His new project: Petit Bribón**

A few years later, Luis was ready to **start a new project**. This time, he was accompanied by his partner **Eduardo Gutiérrez**, a graduate from the **Tec’s Toluca campus**.

*“We started with a t-shirt project that didn’t work. Then, Eduardo told me we should go to the **Tec Incubator**,”* recalled Luis Delaye.

At the **Tec Toluca campus’ Business Incubator**, a space designed for business development, Luis was advised to **start doing** what he does best: **making jewelry**.

*“I told Eduardo: **We’re going to make rings, but we’re always going to take them to the next level.**”*

This is how **Petit Bribón** was born. It is a **Mexican** brand that maintains **trade routes** with some of the most **important diamond sellers** in the world and has developed a high level of **trust** from its **customers**.

*“We design **high quality pieces** with diamonds that no one else can offer,”* said Delaye.

[https://www.instagram.com/p/B3aEH44HQgC/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B3aEH44HQgC/?utm_source=ig_web_copy_link)

## **A love for education**

As a result of his relationship with Tec Toluca, **Luis began a master’s degree** in design **with a single objective: to teach**.

*“I began to really identify with being able to **share what I’ve done**. I finished my master’s degree and said, **‘I need to teach’**,”* explained Luis Delaye.

In addition to continuing to run his company, Luis is a professor at the **School of Architecture, Art and Design (EAAD)** of the **Tec’s Toluca campus**, where he has taught **jewelry design** and **photography** classes.

*“**My interests have become my job**. Every day, precious stones pass through my hands and I have the opportunity to **educate Mexico’s future generations**,”* concluded Luis Delaye.

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