THE EVERYDAY JEFA

# *Regalos con Raíces*

THE LATINA-OWNED HOLIDAY GIFT GUIDE




*Seven Latina-owned makers*
*and nine books by Latina authors*

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A Special Edition of The Everyday Jefa · Holiday 2026

*Black Friday, Nov 27, 2026*

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*Photo: Cadena Collective*

REGALOS CON RAÍCES

# To wear & to keep

*Four shops: a tee from Brownsville, gold from Dallas, and hand-painted art and home fragrance from Austin.*




*Photo: JZD*

TO WEAR & TO KEEP

# The picks




01

## JZD

Brownsville, TX · @shopjzd

Gift pick: the Pink Latina Power tee. JZD started in 2016 “because we felt like we needed a reminder of our power.”

shopjzd.com



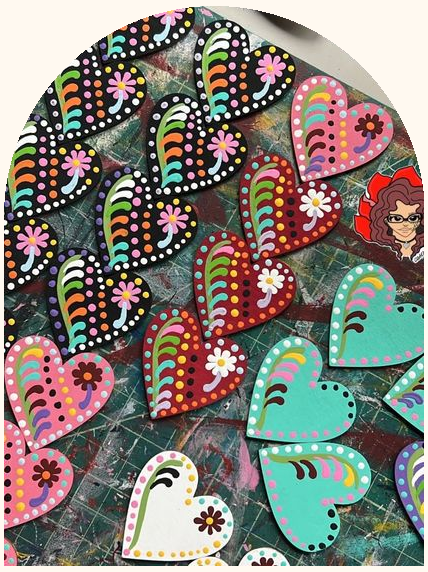
02

## Cadena Collective

Alejandra Aguirre · Dallas, TX

Gift pick: the 14k Mini Origin Necklace. Cadena connects shoppers in the U.S. with artisan brands from Mexico and Latin America.

cadenacollective.com



03

## CGarza Arte

Cassandra Garza · Austin, TX · @cgarza.arte

Gift pick: the Hand Painted Bordado Hearts, her best seller. Hand-painted goods inspired by her heritage and pop culture, since 2017. Custom orders and local pickup on request.

cgarzaarte.com




04

## Luminosa Vida

Yill Wehrenberg · Austin, TX

Gift pick: the Morning Light Reed Diffuser. Yill says Luminosa Vida “was born from my personal journey of healing, resilience, and rediscovering myself.”

luminosavida.com

*Photos: JZD; Cadena Collective; CGarza Arte; Luminosa Vida*

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# For the kids

*Small-batch honey lollipops, individually wrapped for stockings and teacher gifts.*



*Photo: MommaBear Organics*

05

## MommaBear Organics

Soraya Benitez · New York · @mommabear_organics

Gift pick: Elderberry Honey Sore Throat & Cough Care lollipops, made with organic honey, dye-free and sold in bundles. Soraya started MommaBear after her youngest, at 3, refused his medicine. The recipes come from her dad in Colombia.

mommabearusa.com

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# For the table

*Blue corn chips from a mother-and-daughters team in Austin.*




06

## Tozi

Rocío León · Austin, TX · @tozifoods

Gift pick: Blue Corn + Amaranth Chips, made with non-GMO blue corn, organic amaranth (an ancient Aztec grain), and avocado oil. When the family couldn't find Mexican staples in the U.S. made without artificial preservatives or seed oils, “we decided to create them ourselves.”

tozifoods.myshopify.com



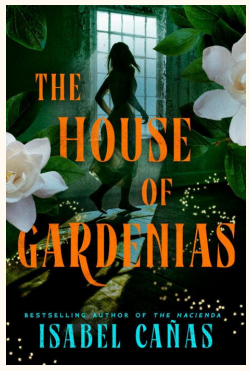
*Photos: Tozi*

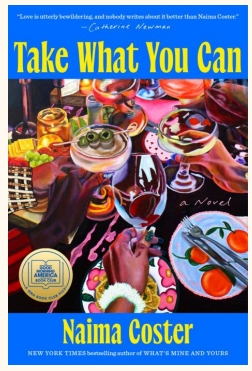
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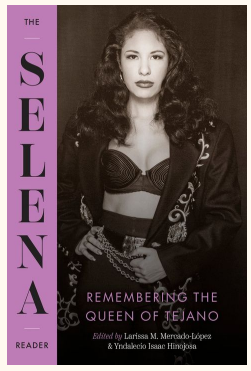
# Books by Latina authors

*We covered the Texas Book Festival in Austin this fall. These are the Latina authors we heard from, and the book of theirs we'd wrap first.*




Anger Is Only a Shadow · Elizabeth Acevedo
Her new YA novel: a teen on probation in D.C., and the brother she refuses to lose.

Blood of the Blackthorn · Rocio Carranza
Book one of her fantasy series: a young woman at court whose magic comes back.

Migrant Heart · Reyna Grande
Essays on migration, memory and making a home, from Iguala to raising kids in the U.S.

Paper america · Emmy Pérez
New and selected poems from a former Texas Poet Laureate, rooted in the border.

It Came From Neverland · Cynthia Pelayo
Peter Pan, retold as horror.

The House of Gardenias · Isabel Cañas
Her first YA novel, a gothic story set on a mountain estate.

Last Night in Brooklyn · Xochitl Gonzalez
The Great Gatsby, retold in Fort Greene in 2007.

Take What You Can · Naima Coster
Two longtime friends, both expecting daughters, and the old rift between them.

The Selena Reader · edited by Larissa Mercado-López and Yndalecio Isaac Hinojosa
Essays, stories and poems on Selena's legacy.

*Each title links to the publisher or an independent bookstore.*

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# Beauty

*A Latina-founded beauty brand from Northern California.*




*Photo: Vive Cosmetics*

07

Vive Cosmetics · Leslie Valdivia and Joanna Rosario-Rocha, cofounders · Northern California · @vivecosmetics
Gift pick: the Guava Lip Scrub. In their words: “We are a culture-conscious beauty brand that exists to celebrate Latinas, our culture and all that we are.”

vivecosmetics.com

BEFORE YOU ORDER

# Order-by dates

*The last day to order for delivery by December 24, from each owner. Custom and made-to-order gifts need extra time.*

| | |
|---|---|
| Dec 4 | Cadena Collective (gold designs) |
| Dec 8 | Luminosa Vida · pickup in Austin too |
| Dec 10 | MommaBear Organics |
| Dec 11 | Tozi · ships within the U.S. |
| Dec 14 | CGarza Arte · pickup in Austin too |
| Dec 14 | JZD (USPS Ground Advantage) |
| Dec 16 | Vive Cosmetics |

*Last checked: Nov 26, 2026. For the books, check the linked shop's holiday shipping. Dates can change, so confirm with each shop.*




KEEP READING

# The stories behind the gifts

*Read The Edit, our Substack, for more on the women behind these shops.*

theeverydayjefa.substack.com

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*Photo: Luminosa Vida*