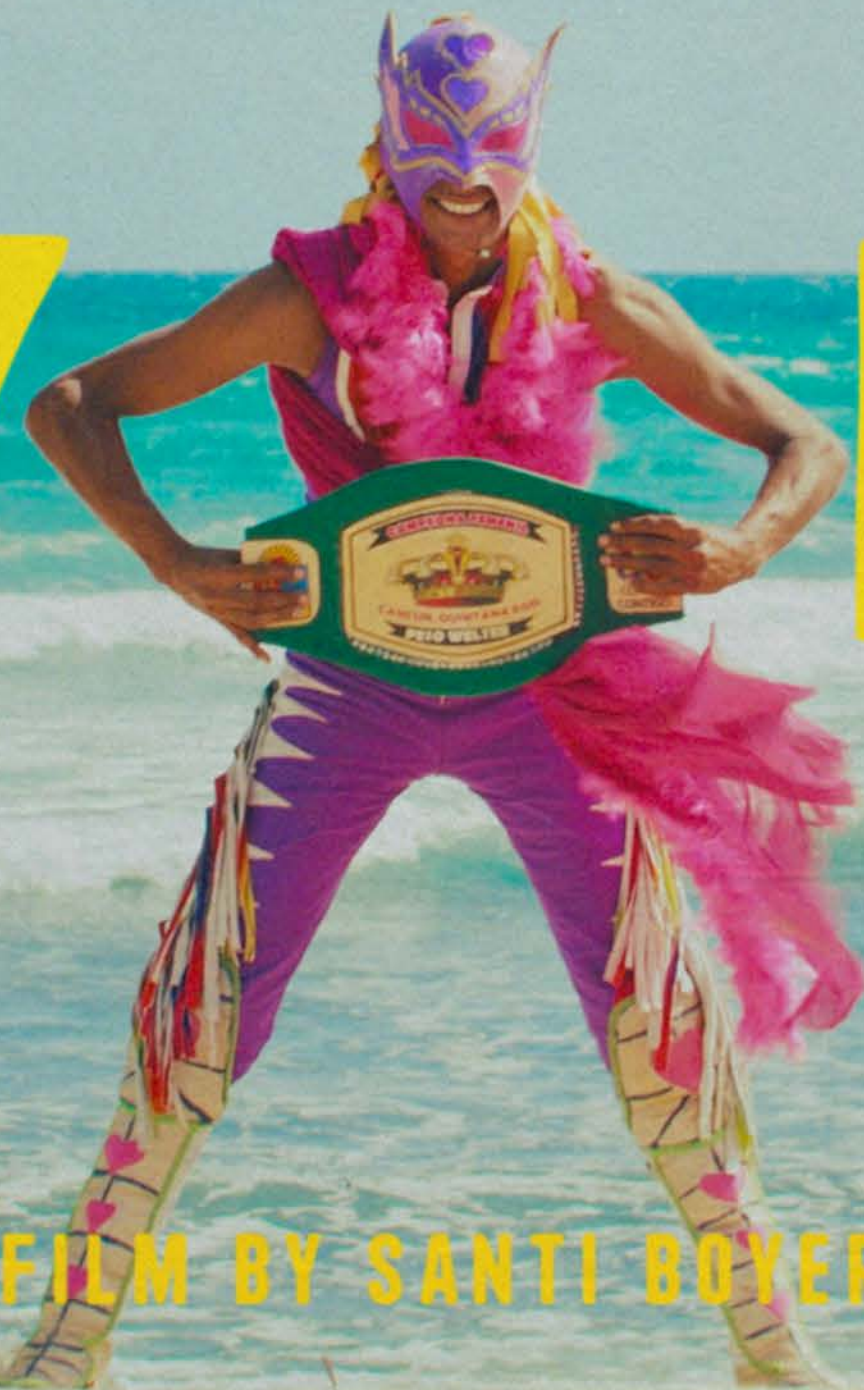


ANDRÉS SERRANO IS

LADY



PiNK  
SEXY

A FILM BY SANTI BOYERO



“

*The story of Lady Pink is not merely an anecdote from this corner of the Mexican Caribbean—it is a testament of the unyielding reality that so many endure. I think it is both an intimate account and a universal saga, a reflection of the indomitable will of millions who, against all odds, dare to dream.*

– FILM DIRECTOR, SANTI BOYERO





PRESS KIT

LADY PINK SEXY

# LOGLINE



A TAXI DRIVER AND PART-TIME AMATEUR LUCHADOR LIVING ON THE OUTSKIRTS OF A BUSTLING CARIBBEAN TOWN, FIGHTS TO FULFILL HIS DREAM OF BECOMING A FAMOUS EXÓTICO WRESTLER.

Photograph by Ben Mistak



# FILM SYNOPSIS

Lady Pink Sexy dives into the life of Alberto Serrano, a taxi driver and part-time amateur *luchador* living on the fringes of Tulum, a bustling tourist town in the Mexican Caribbean.

Lady Pink travels up and down the state for fights and alongside his identical twin, Miguel, organizes his own *lucha libre* events to support local charities, bringing wrestlers from accross the country.

Despite struggling to support his wife and three kids, Lady Pink works tirelessly, hoping that this film will finally catapult him to fame and make real his dream of becoming a legendary *exótico* wrestler.





# ANDRÉS SERRANO

## IS LADY PINK SEXY

Andrés Alberto Serrano Calixto was born in Acapulco, Mexico, and moved with his family to the Caribbean in the early 2000s. From a restaurant waiter to a tour guide, he eventually earned his taxi driver's license.

His journey reflects the resilience of a man shaped by poverty and the absence of a father, finding solace in the spectacle of *lucha libre*. As a child, he and his twin brother, Miguel, would mimic the wrestlers they idolized on TV, leaping from closets with plastic bags over their faces, imagining a world

where they were the heroes.

Under the tutelage of a legendary Acapulcan luchador, Alberto trained for years but was told he would only succeed if he embraced the role of an *exótico*—a flamboyant type of character that challenged the machismo of the sport and brought female and queer representation into the ring. Thus, Lady Pink was born.

Seeking a better life, Alberto and his wife, Alvina, moved to Florida, where their first two children were born. But after a stint in jail for driving without a license, Alberto realized the American dream was not meant for him.

Back in Tulum, a town on the brink of a tourist boom, Alberto's wrestling career remained unfulfilled, yet his passion for *lucha libre* never faded. He and Miguel founded *Gemelos de Oro*, organizing wrestling events, bringing in talent from across the country, and giving back to their community. It is here that we meet Alberto, as he ignites a new dream—capturing his life's journey on film, a story of battles fought both in and out of the ring.



ANDRÉS SERRANO IS

LADY  
P♥INK  
SEXY

A FILM BY SANTI BOYERO

OFFICIAL TRAILER



PRESS KIT

# SANTI BOYERO

FILM DIRECTOR

Santi Boyero, raised in La Pampa, Argentina, and now a Tulum, Mexico resident for almost a decade, is a versatile freelance scriptwriter and filmmaker. Over the past 20 years, he has worked in theatre, TV series, and documentaries, earning nominations for the Emmy Kids Awards and the Japan Prize while serving as an artistic director at an independent production house in Buenos Aires. Boyero's narratives are known for their social awareness and deep resonance. With a keen eye for detail and a holistic approach to storytelling, he balances message and aesthetics with finesse. "Lady Pink Sexy" is his remarkable first feature film.



LADY PINK SEXY

*"Lady Pink Sexy paints the portrait of a man juggling multiple masks. It tells the story of a hardworking father who is also a self-absorbed dreamer, chasing fame and recognition. He embodies the paradox of being a Mexican macho and a transgender costumed wrestler who finds happiness behind layers of makeup. He is a devoted husband and a charming seducer. The film seeks to explore these facets with honesty, humor, and empathy."*

Photograph by Sofía Fernández





**SANTI BOYERO**  
DIRECTOR / PRODUCER  
CINEMATOGRAPHER /  
MONTAGE / COLOR

Based in Tulum for almost a decade now, Santi Boyero is a scriptwriter and stellar filmmaker, that has worked in TV series, theatre and film for the last 20 years.



**JUANO ARTETA**  
MUSIC COMPOSER

A native of Argentina, Juano Arteta is a multi-instrumentalist musician and songwriter, making his absolute debut as a film music composer.



**EMANUEL ARIAS**  
SOUND DESIGN

Mexico City based music producer, composer and actor Emanuel Arias, has inhabited all the areas of TV and music production along his career.

# PRODUCTION TEAM



**JOSÉ VALENZUELA**  
PRODUCER /  
CINEMATOGRAPHER

Emerged from the Universidad del Cine in Buenos Aires, Argentina, José Valenzuela is along Santi Boyero, the co-founder of Ahorita Films.



**FERNANDO SARQUIS**  
CINEMATOGRAPHER

Argentinian filmmaker Fernando Sarquis, based in Portugal, collaborated in the first stages of the Lady Pink project back in 2017.



**EZEQUIEL LENARDÓN**  
ASOCIATED PRODUCER

Creative and executive producer Ezequiel Lenardón has made strides with new media and augmented reality projects in festivals like Venice and Cannes.



# KEY FACTS

**GENRE SUBCATEGORIES**

Documentary

**TOTAL RUNNING TIME**

61 minutes

**PRODUCTION COMPANY**

Ahorita Films

**PRODUCTION LOCATION**

Mexico

**SHOOTING FORMAT**

Digital

**ASPECT RATIO**

1.66:1

**AUDIO FORMAT**

5.1

**LENGTH**

Feature-length

**ORIGINAL LANGUAGE**

Spanish

**PRODUCTION YEAR**

2024

**EXHIBITION FORMATS**

DCP 2K

**LANGUAGES**

Spanish

**SUBTITLES**

English, Spanish

**LINKS**

[ahoritafilms.com/ladypink](http://ahoritafilms.com/ladypink)

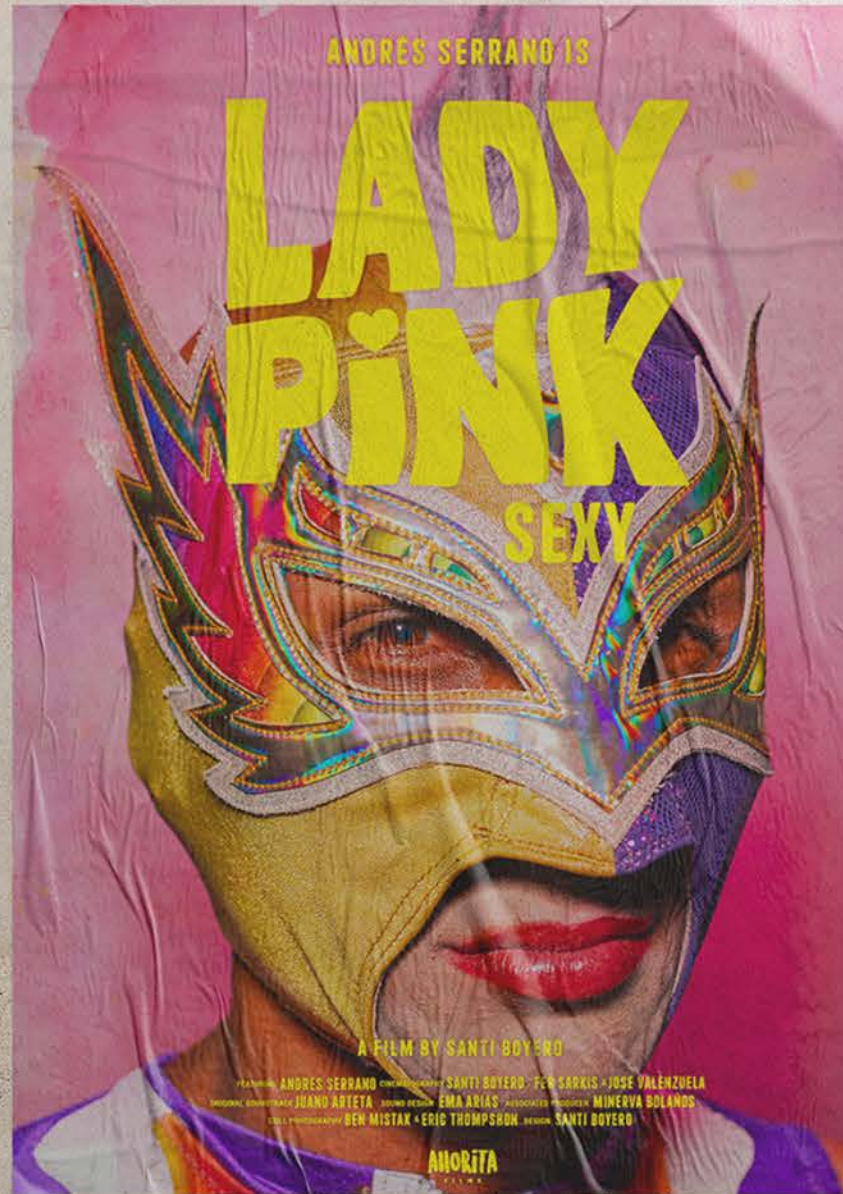


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ANORITA  
FILMS