This presentation focuses on how the Mexican contemporary cabaret group, Las Reinas Chulas, uses performative means to critique definitions of *mexicanidad* (or, Mexicanness) proliferated by Mexico’s Golden Age Cinema (1930-1960) and its on-screen idols. I will explore how a particular piece re-enacts one of Mexico’s most successful films of all time, *Nosotras los pobres* (1948), and its lead actor, Pedro Infante (Think Clark Gable and *Gone With the Wind*). By absenting Pedro Infante from his quintessential role, coupled with his melodramatic confession of homosexuality, I engage with queer studies to propose this piece drags and reorients masculinity, heterosexuality and the family unit.