

STYLE | FASHION

Manila Fashion Festival 2016

By Philippine Tatler
Oct 07, 2016



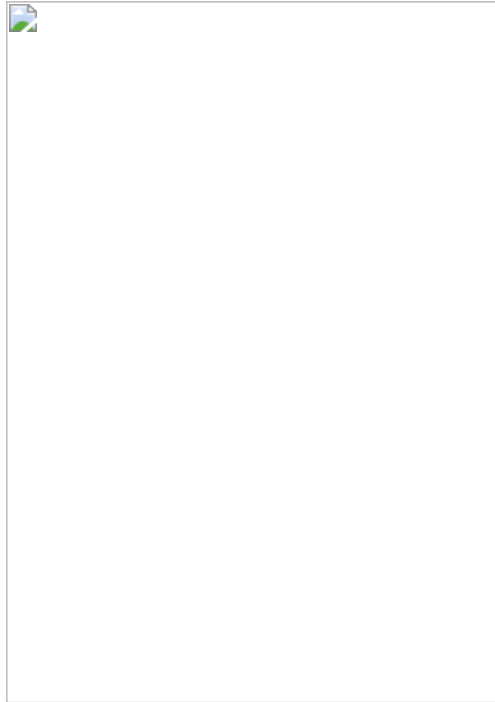
In celebration and support of the Filipino vision and craftsmanship, the bi-annual Manila Fashion Festival returns in a 5-day fashionable flair, from October 18-21 and 27, 2016, pioneered by Art Personas.



The Manila Fashion Festival has been at the forefront of championing local art, talent, and creativity, this year, a lot of new things are in store for fans of the festival.



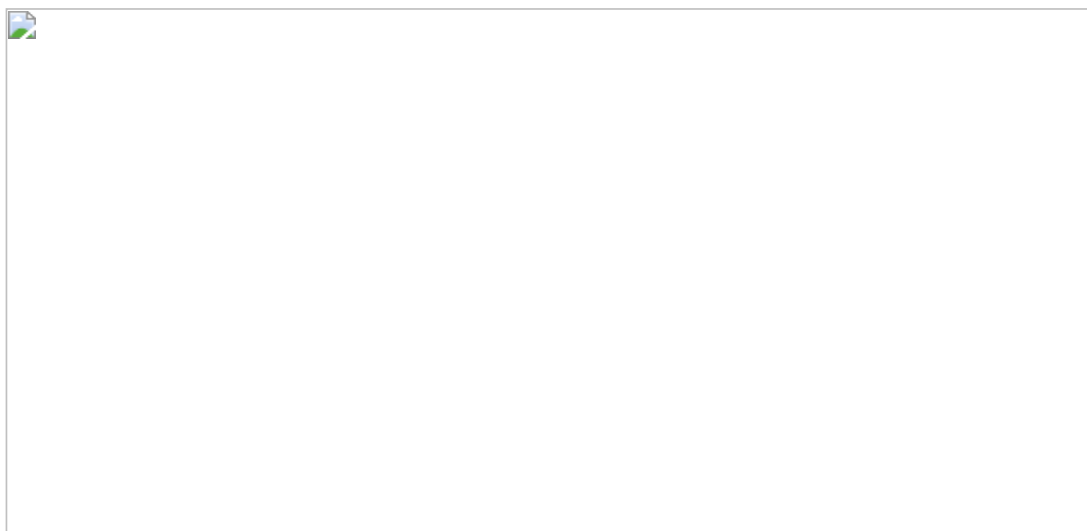
Partnership with Zalora



This season's capstone fashion event, the Manila Fashion Festival NOW, perceives to bring retail to a new peak by spearheading the "See Now, Buy Now" concept in fashion. In partnership with ZALORA Philippines, every collection will be available as pre-ordered purchases as soon as they hit the catwalk. Bringing the latest trends from the fashion runways to your computer screens and mobile devices access all fashion possibilities through www.zalora.com.ph.

"Manila Fashion Festival is here to highlight the changing landscape of Philippine fashion and hopefully all our fashion talents will be recognized by people outside the country and highlight them locally," said founder and CEO of Art Personas Ronnie Cruz.

A flair for technology with Samsung



Powered by a prospect of new innovation, Manila Fashion Festival in partnership with Samsung, will incorporate the use of the Gear S3 smartwatch which will be worn and flaunted by the designers, the Samsung Gear VR and Gear 360 – to bring together the established and emerging designers to feature their collection in an exceptional encounter.

A Hair Show

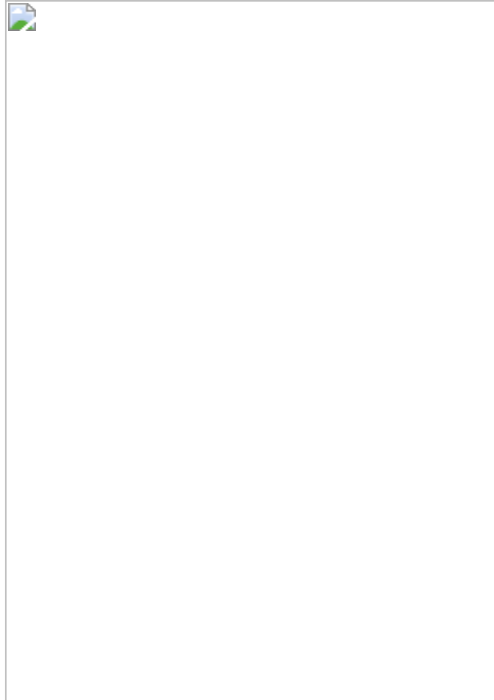


photo from Art Personas' Model in the Raw

In line with this, Manila Fashion Festival also collaborated with Aderans Co., Ltd., a leading total hair-related solution company. Aderans fashion wig has the top share in the world at the field of Broadway musical, theatrical arts and fashion, because of its technology and artistry. Aderans product & service will be launched to the Philippine market in partnership with Art Personas and Manila Fashion Festival. As a start, "Lourd Ramos x Aderans" hair show will be featured on October 21 at Manila Fashion Festival.

A Design Competition c/of Bobson Japan

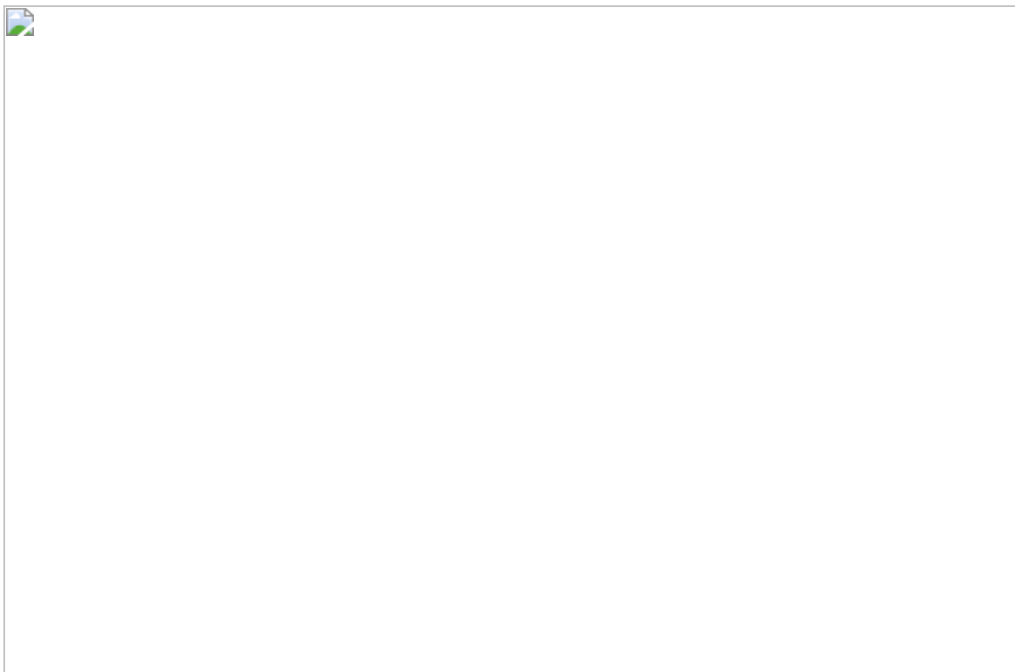




With the search for the next young designer to join the roster of talented fashion trailblazers, the collaboration between Manila Fashion Festival and Bobson Japan break new grounds as they launch the first Manila Fashion Festival Design Competition.

Apart from these, Manila Fashion Festival also combines philanthropy and fashion in a one-of-a kind experience by supporting the Better Future Foundation, a non-profit organization that aims to provide aid for the less fortunate children. The runway will not only exhibit the image of the contemporary fashion scene, but it will also become a podium to mediate awareness of humanity's contemporary struggles.

Partnerships with Organizations

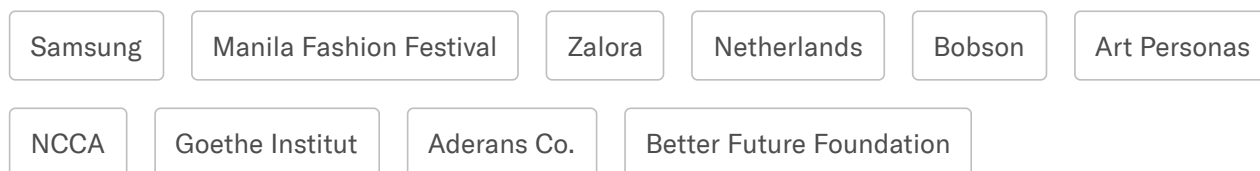


Moreover, Manila Fashion Festival is in partnership with different organizations globally- Embassy of the Kingdom of the Netherlands and Goethe Institut (Germany) and National Commission for Culture and the Arts (NCCA). Manila Fashion Festival has partnered with the Embassy of the Kingdom of the Netherlands to celebrate both countries' 65th anniversary of bilateral ties through a cultural event on October 27, 2016.

Editors, lifestyle personalities, designers, and different influencers are expected to be in their best ensembles, to witness the array of the evolving works of this season's topline brands and designers. This year's evolutionary experiences comprise of runway shows open to the public with a limited number of VIP runway tickets available.

For additional information and the latest updates, please visit www.manilafashionfestival.com.

Topics



STYLE | FASHION

TernoCon 2024: A symphony of Filipino fashion and culture

By Dara Clariza Evangelista

Jun 20, 2024



Tatler



COVER Models in Jojie Lloren's "A Lullaby for my Mother" collection walk on the runway at TernoCon: Kasarinlan, Kultura, Kasuotan

Experience the vibrant celebration of Philippine Independence with TernoCon 2024's showcase of stunning Filipino fashion at SM Mall of Asia

Filipino heritage and style reigned supreme as the Museo Del Galeon in SM Mall of Asia transformed into a spectacular celebration of culture and the nation's independence with the highly anticipated TernoCon 2024 held recently. The event brought together talented designers, stunning creations, and a community united in celebrating Filipino legacy through fashion.

In case you missed it: Philippine artworks with contested histories: Felix Hidalgo's masterpiece, Juan Luna's women, Jose Rizal's wedding and more

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nce with collections that paid homage to Luzon, te, weaving stories of our heritage into every piece.

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