

BOARD MEETING

27 OCTOBER 2020 | VIRTUAL CONFERENCE



EXECUTIVE DIRECTOR'S REPORT



DESIGN PHILIPPINES IN MAISON & OBJET DIGITAL FAIR



13 BRANDS
250 COLLECTIONS SHOWCASED
140+ NEW DESIGNS LAUNCHED

2 CURATORS





7-DAY PICTORIAL
50 CREATIVES ENGAGED IN CONTENT PRODUCTION

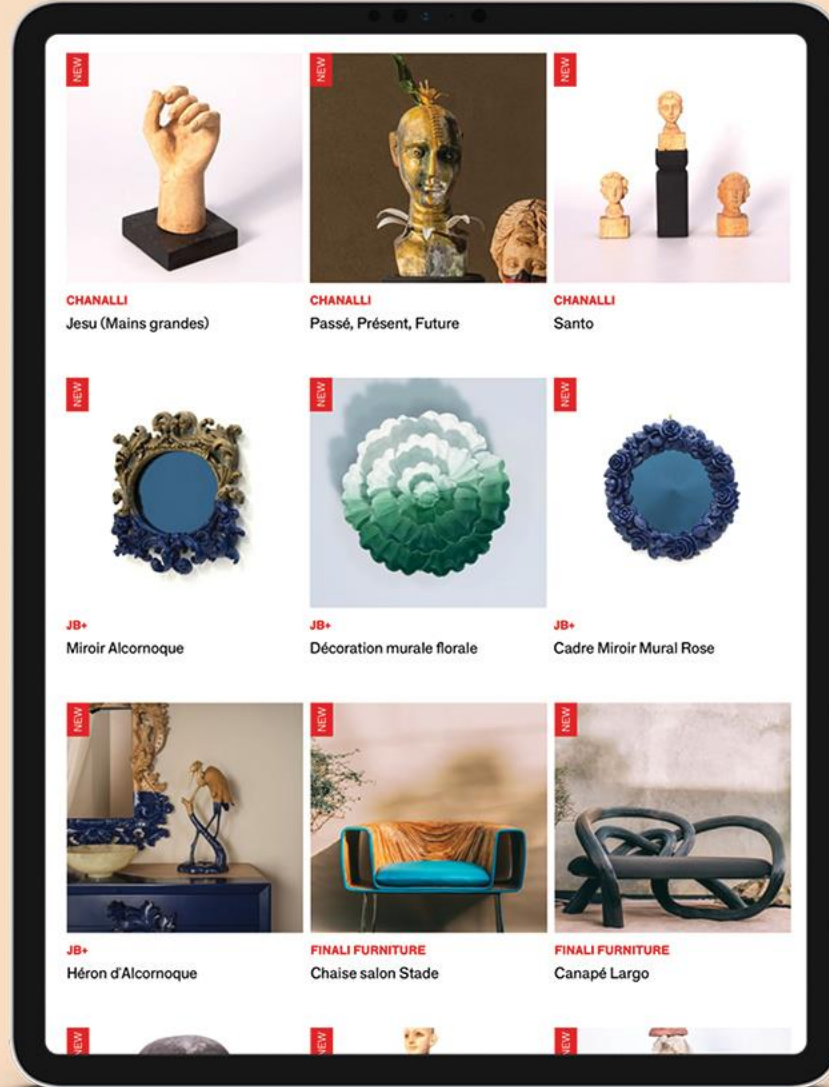
	2019 M&O	2020 MOM
Project Cost	Php 6,242,482.52	Php 3,480,475.00
Sales	Php 85,200,000.00	Php 92,119,115.04

- **44%** decrease in project cost
- **8%** increase in sales



OVER 500 BUYER LEADS
FROM **63 COUNTRIES**



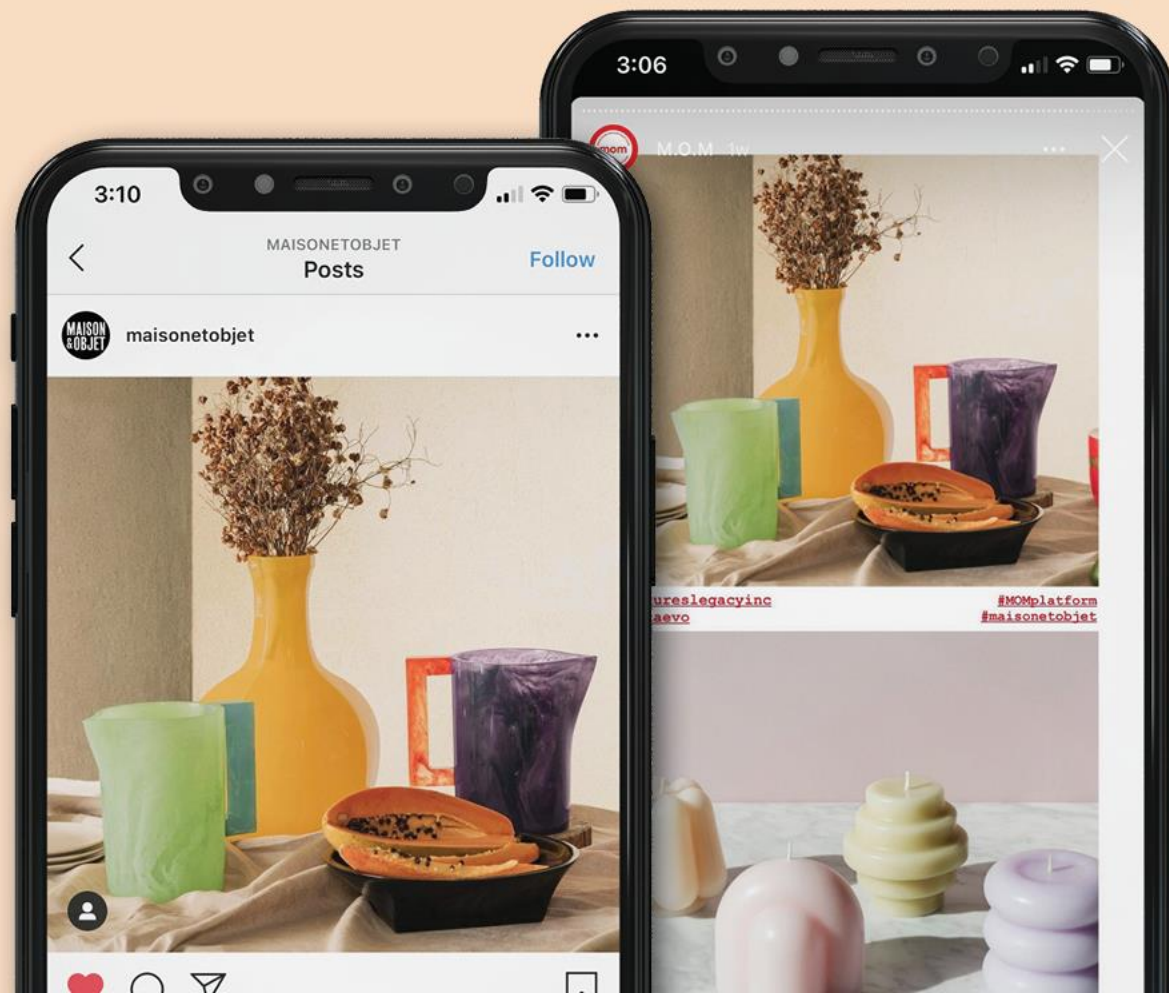


OVER 1.03 MILLION TIMES
OUR PRODUCTS & BRANDS WERE DISPLAYED

13,395 TIMES
OUR PRODUCT SHEETS WERE VISITED

1,631 TIMES
BUYERS CLICKED ON OUR PAGES

EXTENSIVE PROMOTION



- 📷 223K Reach in Instagram
- 📘 727,226 Reach in Facebook
- 💖 OVER 86K ENGAGEMENT

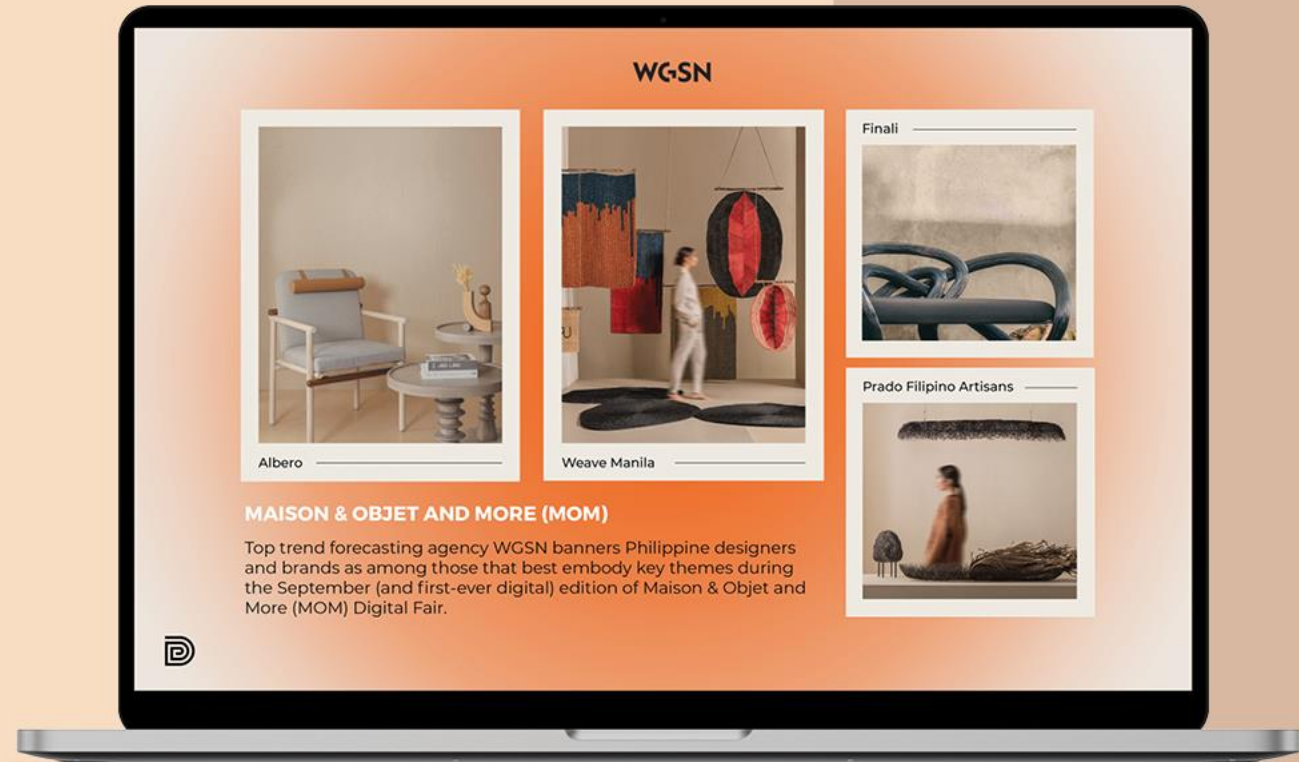
M&O OFFICIAL PAGES

CNN

NOLISOLI

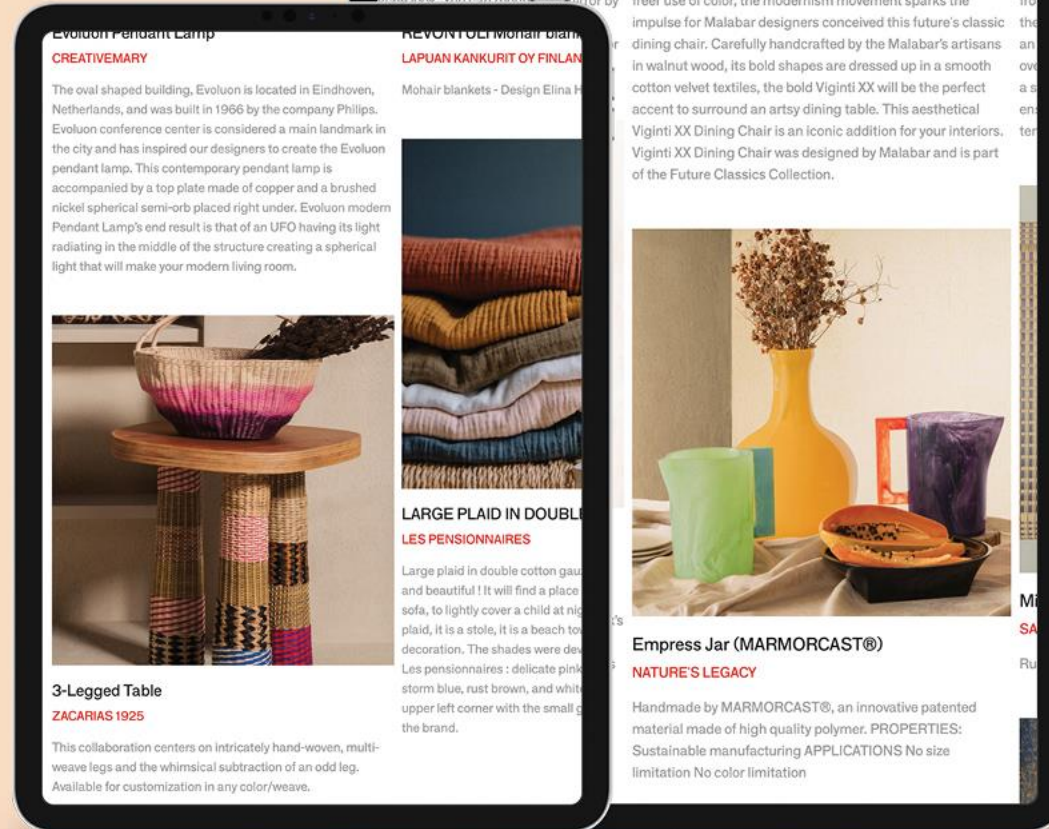
ACIID

WE LANDED IN
WGSN COVER
AND IN 4 OUT OF 8
OF ITS TRENDS



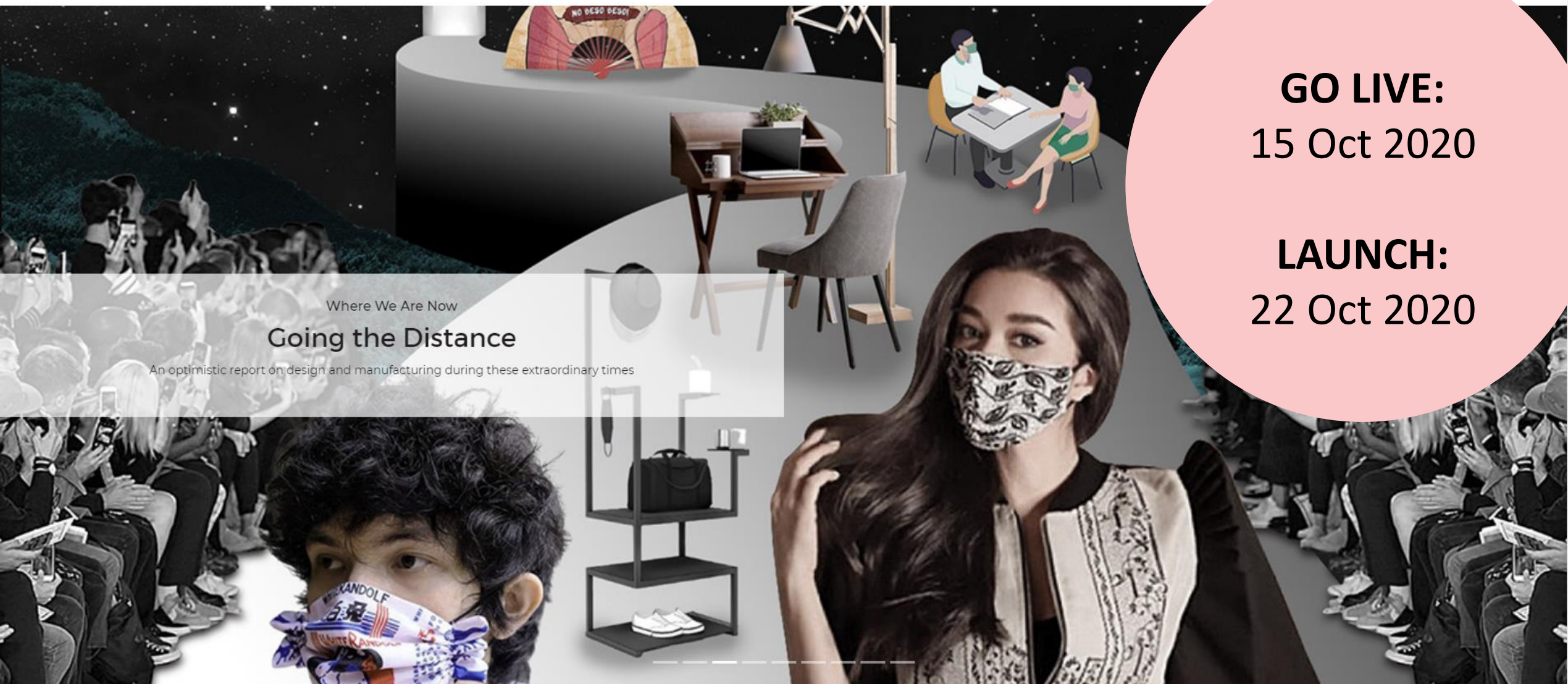
SELECTED BY TREND EXPERTS AND INFLUENCERS

A penchant for mauves
Patti Carpenter





WWW.FAMEPLUS.COM



Where We Are Now
Going the Distance

An optimistic report on design and manufacturing during these extraordinary times

GO LIVE:
15 Oct 2020

LAUNCH:
22 Oct 2020

EXHIBITORS:

- Registered – 204
- Onboarded/approved – 171
- Uploaded – 98



2911SOURCING



A. GARCIA



ABLU304
ENTERPRISES



ENTO
LECCIONS
INC



ADANTE LEYESA



AGSAM FERN

[CATALOGUE](#)[STORIES](#)[EVENTS](#)[ITIM](#)

FAME+

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TOUCHPOINT

Stories Behind Filipino Design Excellence

[SUBSCRIBE](#)

[Home](#) > [Touchpoint](#) > [Going Back to our Roots](#)



Going Back to our Roots

Manila FAME's Design Commune is a merchandise development program that highlights the theme Heritage Reimagined. It features design consultants from various creative industries.

BUYERS:

- Foreign – 175
- Local – 333
- **TOTAL – 509**

[CATALOGUE](#)[STORIES](#)[EVENTS](#)[ITEM](#)

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FAME+ LAUNCH ATTENDEES:

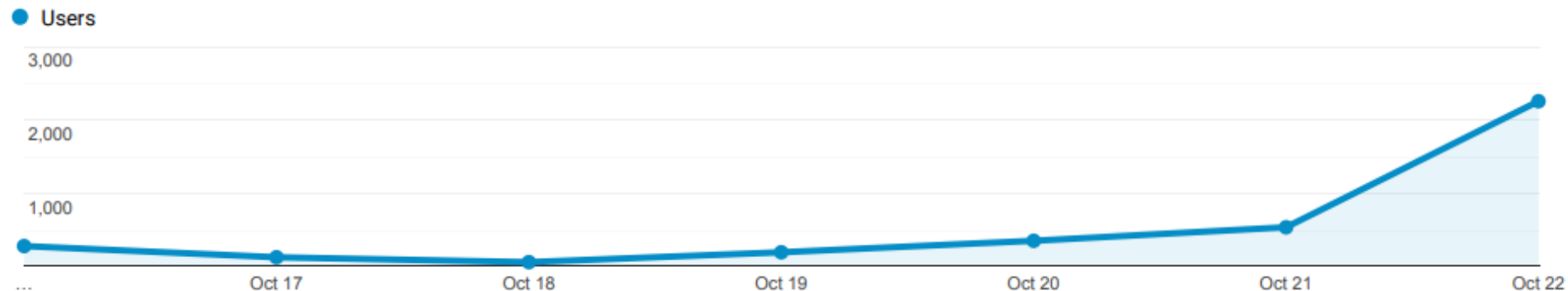
- Launch – 262
- Press – 20

OCTOBER 22, 2020 (Thursday)	
PH TIME	EVENT
10:00AM - 11:00AM	Welcome to FAME+ Platform: Zoom/Facebook
10:00AM - 12:00NN	Design Week Philippines Creative Workshop The Great Indoors: Live Creative Journal Workshop Platform: Facebook
11:00AM - 11:20AM	Design Commune Launch Platform: Zoom/Facebook
11:20AM - 11:30AM	Media Preview Platform: Zoom/Facebook
1:00PM - 2:00PM	Intimate Conversations with Creative Minds Platform: Hopin/Facebook
2:00PM - 3:00PM	PHX TOKYO 2020-2021 Bringing the future of Philippine fashion to the Japan market Program Launch Platform: Hopin/Facebook

All Users
100.00% Users

Oct 16, 2020 - Oct 22, 2020

Overview



Users
3,294

New Users
3,183

Sessions
5,035

Number of Sessions per User
1.53

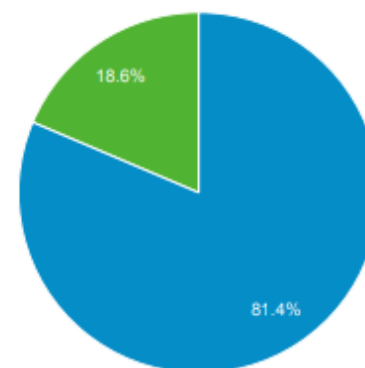
Pageviews
35,188

Pages / Session
6.99

Avg. Session Duration
00:06:24

Bounce Rate
36.76%

■ New Visitor ■ Returning Visitor



FAME+ Analytics
17-22 October 2020



TOP 10 COUNTRIES

who visited the site

1.	Philippines	2,741
2.	USA	199
3.	Singapore	43
4.	Hong Kong	31
5.	Australia	27
6.	Canada	27
7.	South Korea	20
8.	United Kingdom	19
9.	Japan	19
10.	China	18

BUSINESS MATCHING

Our choice exhibitors have what you are looking for.
Our well-trained buyer team is here to make things happen for you.

I'm interested in

- select -

- select -

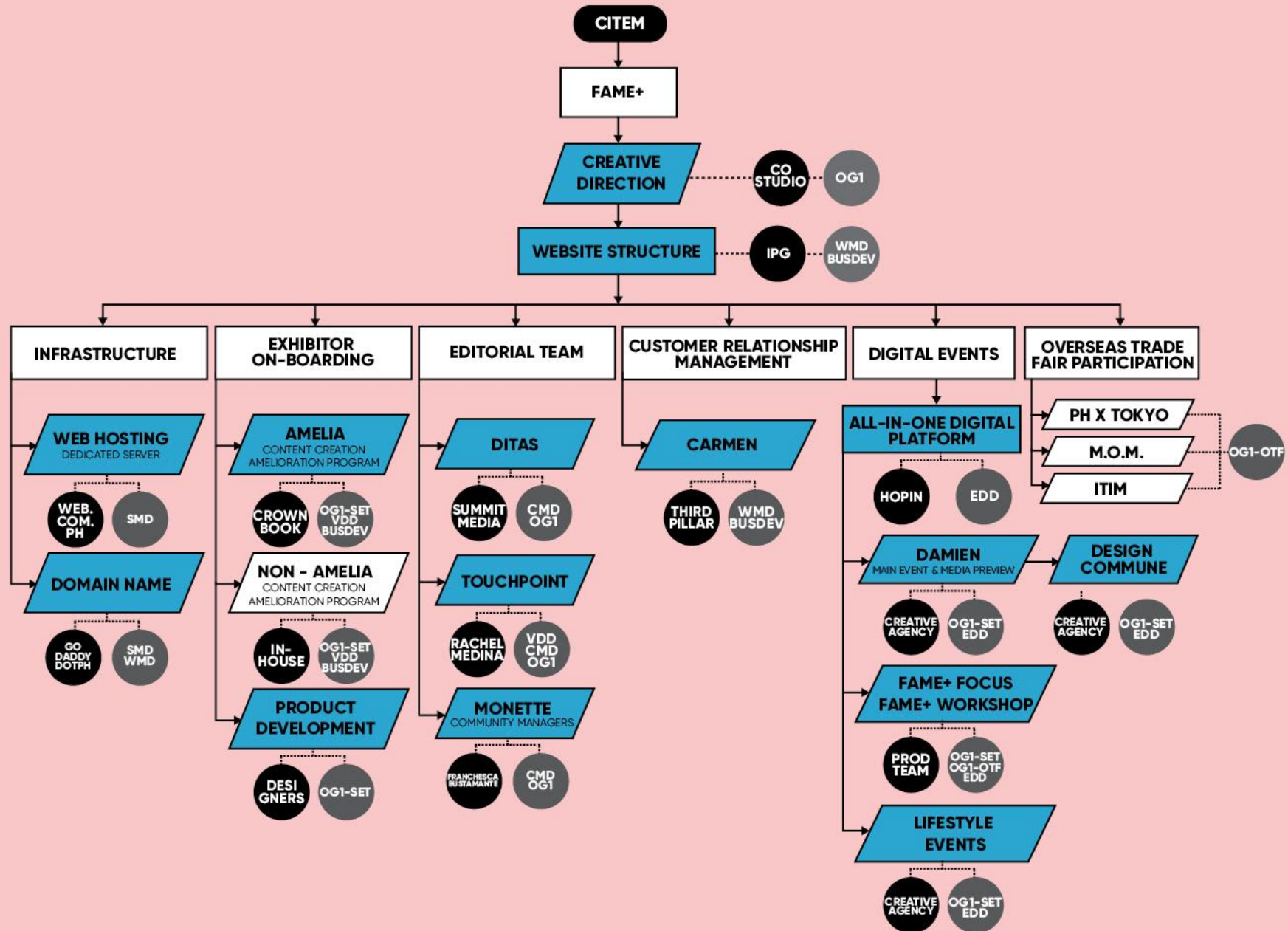
Other specific requirements, if any

Email

Preferred Date

Preferred Time





Thank you!