



FAME+ MARKET DAYS

ATTENDEE PROFILE




1,186
ATTENDEES

80% TURNOUT



6h14m
AVERAGE TIME SPENT



1,581
COMMENTS

BREAKDOWN PER TICKET CATEGORY	
General Public	434 (37%)
MSME/Manufacturer	225 (19%)
Importer/ Wholesaler/ Retailer/ Buying Agent/ Department Store/ Specifier/ E-Commerce	216 (18%)
Others	127 (11%)
Government	126 (11%)
Media	41 (3%)
Foreign Embassy / Chamber / Organization	17 (1%)

TOP COUNTRIES BY ATTENDANCE

- Philippines – 1,053 (89%)
- United States – 34 (3%)
- Australia – 15 (1%)
- Japan – 15 (1%)
- Canada – 9 (1%)
- Taiwan - 9 (1%)
- France – 7 (1%)

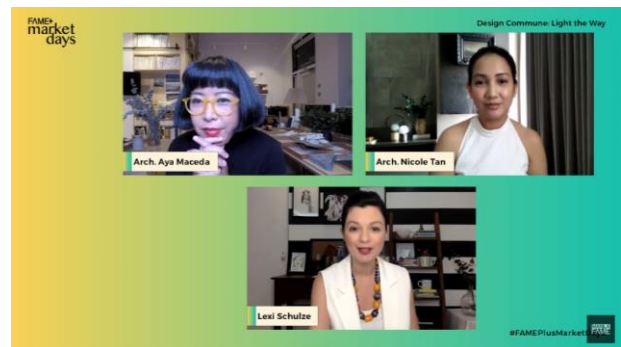
EVENT PROGRAM

DAY **01** OCTOBER 20, 2021

DESIGN COMMUNE: LIGHT THE WAY
Stage | 10:00AM – 11:50AM

A roundtable discussion with the curators and product designers behind this year’s Design Commune digital exhibition, highlighting how Philippine design paves the way for a more positive and hopeful way of living.

- Arch. Aya Maceda, ALAO
- Arch. Nicole Tan, Boon
- Stenie Coyiuto-Tay, Casa Bella
- Rachelle Dagnalan, RADA Collab
- Gabby Lichauco, Open Studio
- Rita Nazareno, ZACARIAS 1925
- Stanley Ruiz, Estudio Ruiz Design Consultancy



FAME+ MARKET DAYS

DAY
01

OCTOBER 20, 2021

BETTER NORMAL BY DESIGN

Sessions | 11:50AM – 12:50PM

Better Normal by Design, a program of the Design Center of the Philippines, is meant to assist the Philippine design industry and MSMEs in navigating through and moving forward in a post-crisis reality by characterizing three new consumer personas and locating them in the Philippine milieu to venture into domestic and international market opportunities centered on design solutions.



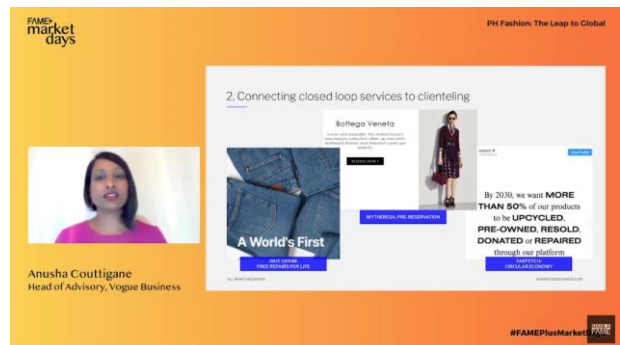
PH FASHION: THE LEAP TO GLOBAL

Stage | 1:00PM – 2:20PM

Vogue Business presents where global luxury is today and where it's heading in the next five years, and shares what Filipino brands should be doing to make the journey to compete successfully on the global stage.

Speakers:

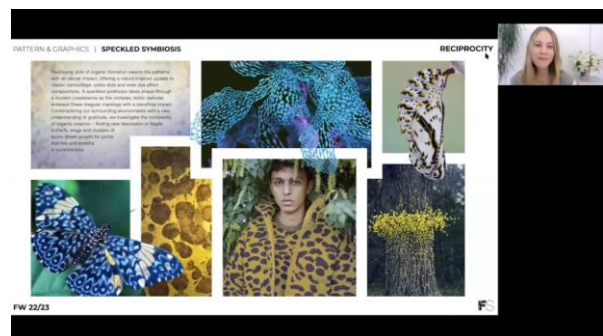
- Anusha Couttigane, Head of Advisory
- Kati Chitrakorn - Retail & Marketing Editor
- Bella Webb - Editorial Associate
- Jasmine Gao - Advisory Manager, China



FW 22/23 TREND IMMERSION

Stage & Sessions | 2:20PM onwards

An immersive presentation and detailed breakdown of New York-based trend forecasting agency Fashion Snoops on the home and fashion trends for Fall Winter 22/23.



FAME+ MARKET DAYS

DAY **02** OCTOBER 21, 2021

RAW POTENTIAL: MANIFESTING MATERIALS INTO CONCEPTS

Stage | 10:00AM – 10:45AM

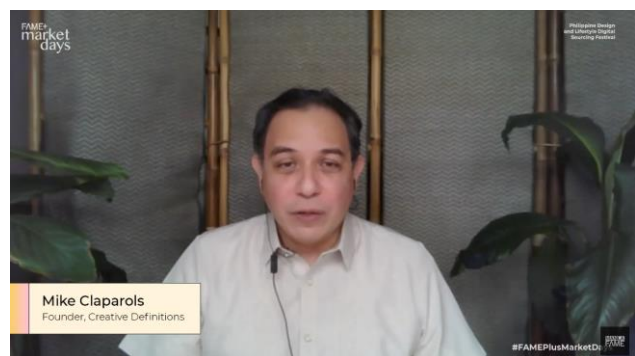
Designer Tony Gonzales shares his knowledge and experience on raw materials native to the Philippines, and how the Filipino's innate design sensibility continues to re-engineer these materials into new concepts and globally competitive products



SENSE AND SUSTAINABILITY

Stage | 10:45AM – 11:15AM

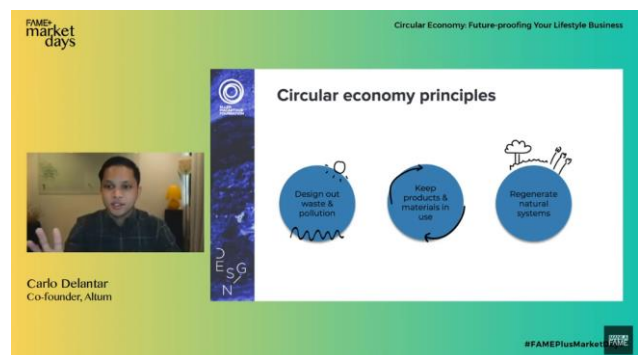
A talk on how Creative Definitions, a manufacturer of handwoven textiles established a sustainable value chain from farm to textile to products, one step at a time



CIRCULAR ECONOMY: FUTURE-PROOFING YOUR LIFESTYLE BUSINESS

Stage | 11:15AM – 12:00PM

Circular economy advocate Carlo Delantar shares best practices across the globe in adopting circular designs and processes in manufacturing and branding



POWER UP YOUR POTENTIAL WITH CROSS-BORDER E-COMMERCE: GO GLOBAL & GROW ONLINE

Sessions | 1:00PM – 2:00PM

DHL Express talks about their program designed to highlight the opportunities of cross-border trade for SMEs, the steps to take before exporting direct to consumers, and the impact of efficient logistics to improve overall end customer experience