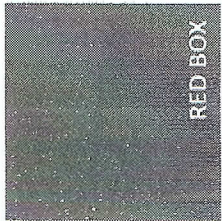




FASHION Philippines

Beyond Artisanship

LIFE PLAN



NEOTEXTILES
Philippines

M A N I L A W E A R

MANILA
FAME
THE DESIGN
& LIFESTYLE
E V E N T

Fashion Exporters

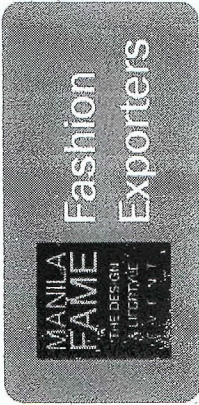
FASHION

Philippines
Beyond Artisanship

Philippines
Brands In Motion

Independent Branding
Initiatives

DESCRIPTION	CRITERIA FOR ENTRANTS	PTS.
Fashion Designers. Premium Brands Creates collections for niche/highly selective fashion market in pursuit of global/international exposure for the brand Price: Mid to High Target market: Fashion forward women and men who are professionals and influencers, urbanites, sophisticated and well-traveled Target distribution: Specialty multi-brand boutiques, e.g. Abiste Japan, Lane Crawford HK, and Harrods Characteristic: - Made to measure, (limited to unique) pieces - High level of Craftsmanship/Artisanal Work/Savoir Faire - Precious & exotic materials - Haute Couture , MTO, to ready-to-wear (RTW)	Initial Screening	25
	- Designer assessment conducted by the Creative Director based on portfolio	
	Established Brand	
	- Locally acknowledged designer	
	a. Boutique/showroom or working online store to house their brand minimum of 5 years, b. International stockists / distributor minimum at least 3 years	20
	- Membership or affiliation with acknowledged fashion designer association organization (i.e. FDCP)	
	Uniqueness & Innovativeness	20
	- Based on material, process and application	
	Business Direction	15
	- Interest or with strong potential to go into branding	
	Exposure	
	- Local or international participation at fashion events and/or competitions	15
	- Featured in leading fashion / lifestyle magazines or TV network (at least 2)	
	Business Registration	5
	- DTI and BIR Documents	
	TOTAL	100



DESCRIPTION
Designer-manufacturer. Exporter - manufacturer <i>Private label, gradually beginning to venture into developing their own brands</i>
Price: Different price ranges
Target: Homogenous mass market ranging from B to D
Target distribution: Wholesalers, retailers
Characteristic: - Combination of affordable prices with fashion content - Wider volumes

CRITERIA FOR EXHIBITORS		Pts.
Manila FAME Fashion exhibitor for at least 2 editions		
Initial Screening		40
- Based on the evaluation from the factory visit		
Uniqueness & Innovativeness		30
- Based on material, process and application		
Business Direction		20
- Interest to go into exports and branding		
Professionalism		10
- Complete DTI and BIR Documents		
- Active Website		
- Manpower support		
TOTAL		100

DESCRIPTION	CRITERIA FOR ENTRANTS	Pts.
Fashion Retail Brands Homegrown retail brands with established capabilities in both design and manufacturing	Must be Filipino owned fashion retail brand	
Price: High street/Mass market Target market: Homogenous mass market ranging from B to D	Initial screening - Based on evaluation from store visit	15
Target distribution: Direct consumers, licensing	Uniqueness and Innovativeness - Based on material, process and application - Exhibits distinct concept that embody the Filipino core values, creativity and sensibility	25
Characteristics: - Fast fashion - Ready-to-wear / off-the-rack pieces - Expanded product lines to complement primary produce - Multiple store branches	Exposure - Must have a strong local presence and reputable image	25
	Financial Performance - Positive financial performance with a return above the operating costs, taxes, and capital financing costs	20
	Business Direction - Committed to pursuing breakout opportunities in the international market	15
	TOTAL	100

FASHION Philippines

Beyond Artisanship

CRITERIA	Pts.
Export Capability - Based on value of assets and production quantity (at least can produce min of 12pcs/style - Available manufacturing facility/workshop or working with a reliable subcontractor	25
Uniqueness & Innovativeness - Based on material, process, application, strong design sensibility, and craftsmanship	25
Business Direction - Interest or with strong potential to go into branding - Complete business registration (DTI/SEC, BIR and BOC)	20
Commitment - Regular Manila FAME exhibitor of at least 2 consecutive editions - Willing to carry Fashion Philippines brand in their individual marketing collateral - Willing to invest time and money for at least 3 years participation in local and international show	15
Initial Screening - Assessment of Manila Wear and Manila FAME Fashion conducted by the Creative Director based on portfolio and interview	15
TOTAL	100

- The unifying industry brand for design-driven Philippines Brand under the initiatives for the fashion sector by CITEM
- The industry brand collectively carried by designer, Philippines Brand and company brands in their participation to CITEM-organized Trade Fairs and/or Exhibition Overseas.

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Beyond Artisanship

ACCOMPLISHMENTS (2012-2015)

STRATEGY

Phase 1 (2016-2017)

Develop

Phase 2 (2018)

Expand

Phase 3 (2019)

Sustain

GOAL (2020)

By 2020, Fashion Philippines will have established at least **5 Brands** in the international market

FOREIGN DISTRIBUTORS/ STOCKISTS

DESIGNER	2012	2013	2014	2015
Aranaz, Amina Year Joined: 2012 October		1. Bag With a Story, Belgium 2. Miranta's, Greece 3. Apoella, Greece 4. Iris House, Kuwait 5. Al Mubarak Center, Kuwait 6. Coco & Zoey, Kuwait 7. Four Seasons Hotel, HK	1. Moda Operandi (online store), US 2. Harper's Bazaar (online store), US 3. Shop Latitude, US 4. Aha Life, US 5. Wolf & Badger, UK 6. Bag With a Story, Belgium 7. Miranta's, Greece 8. Apoella, Greece 9. Iris House, Kuwait 10. Al Mubarak Center, Kuwait 11. Coco & Zoey, Kuwait 12. Four Seasons Hotel, HK	1. Harvey Nichols, Dubai 2. S*uce, Dubai 3. Resort Runwai, Dubai 4. Sabin Boutique, Saudi Arabia 5. FiveStory New York, US 6. Shop Latitude, US 7. Aha Life, US 8. Bag With a Story, Belgium 9. Apoella, Greece 10. Miranta's, Greece 11. Iris House, Kuwait 12. Al Mubarak Center, Kuwait 13. Coco & Zoey, Kuwait 14. Four Seasons Hotel, HK
Romero, Malou Year Joined: 2012 October			1. Wolf & Badger, UK 2. Luxe Room, Ireland 3. Showroom A by Aroxta, HK 4. Spatique at Four Seasons, HK 5. Asian Palette, Singapore 6. Quattro Home, Thailand 7. Anthropologie, US	1. Wolf & Badger, UK 2. Luxe Room, Ireland 3. Showroom A by Aroxta, HK 4. Spatique at Four Seasons, HK 5. Anthropologie, US

MANILA WEAR ACCOMPLISHMENTS

DESIGNER	2012	2013	2014	2015
Samudio, Ken Year Joined: 2012 October				1. Adorn, USA 2. Frost by Mucharta (online store), Canada 3. Luisaviaroma, Italy 4. Harvey Nichols, Dubai 5. Harvey Nichols, HK 6. Lord and Taylor, US 7. Pacini Concept Store, Italy 8. Unica Concept Store, Italy 9. Verso Boutique, Belgium
Cabili, Len Year Joined: 2013 October	US: NY, Chicago, LA, Hamptons	1. Bhoomki, US 2. Atelier 360, US 3. Mama Jane's Global Boutique, US 4. CJ Laing, US 5. The Sugar Mill, Bahamas 6. Harbour Island, Bahamas 7. Le Sirenuse (online store), Italy 8. Shop Latitude (online store), US	1. Bhoomki, US 2. Atelier 360, US 3. Mama Jane's Global Boutique, US 4. CJ Laing, US 5. The Sugar Mill, Bahamas 6. Harbour Island, Bahamas 7. Le Sirenuse (online store), Italy 8. Shop Latitude (online store), US	1. Aerin (showroom & online store), US 2. Bhoomki, US 3. Atelier 360, US 4. Mama Jane's Global Boutique, US 5. CJ Laing, US 6. The Sugar Mill, Bahamas 7. Harbour Island, Bahamas 8. Le Sirenuse (online store), Italy 9. Shop Latitude (online store), US
Evangelista, Carissa Year Joined: 2013 March			1. Design Zone, Thailand	1. Quintessential, Singapore 2. Tyan Boutique, Singapore *Others: US, France, Spain

MANILA WEAR ACCOMPLISHMENTS

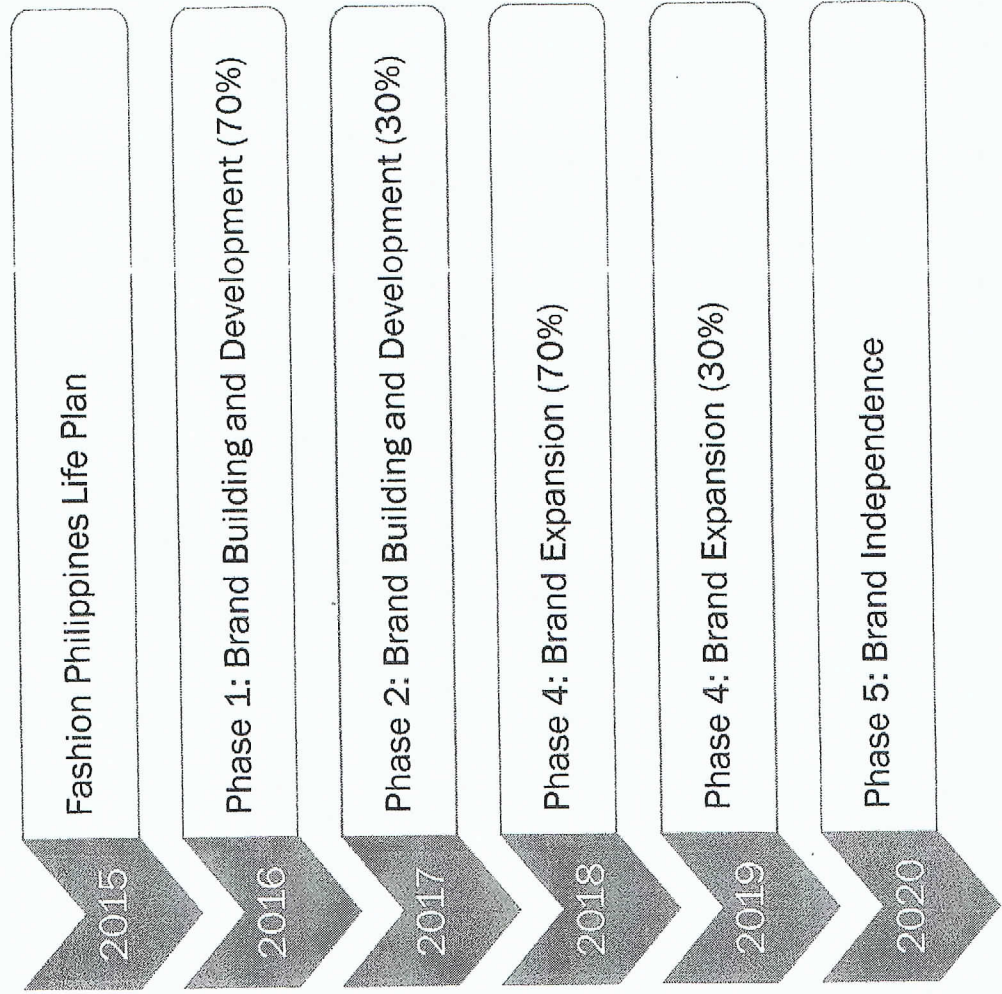
DESIGNER	2012	2013	2014	2015
Leyesa, Adante Year Joined: 2012 March	1. Artextural, US	1. Artextural, US 2. Muse, Singapore	1. Karisma, Greece 2. Karisma Dubai	1. Meteor Avenue, Singapore 2. Abiste, Japan

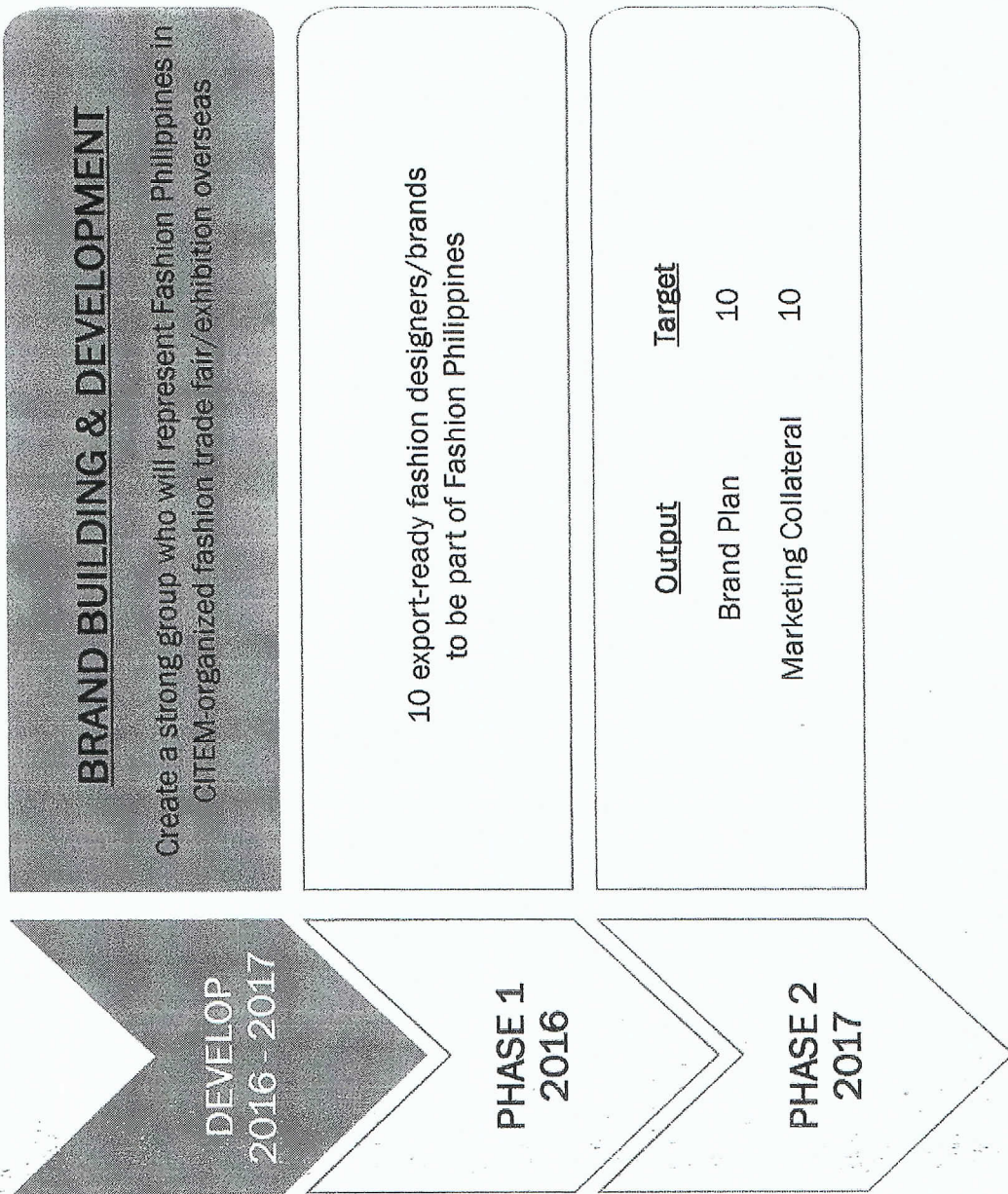
Franchise & License Expo Indonesia 2014

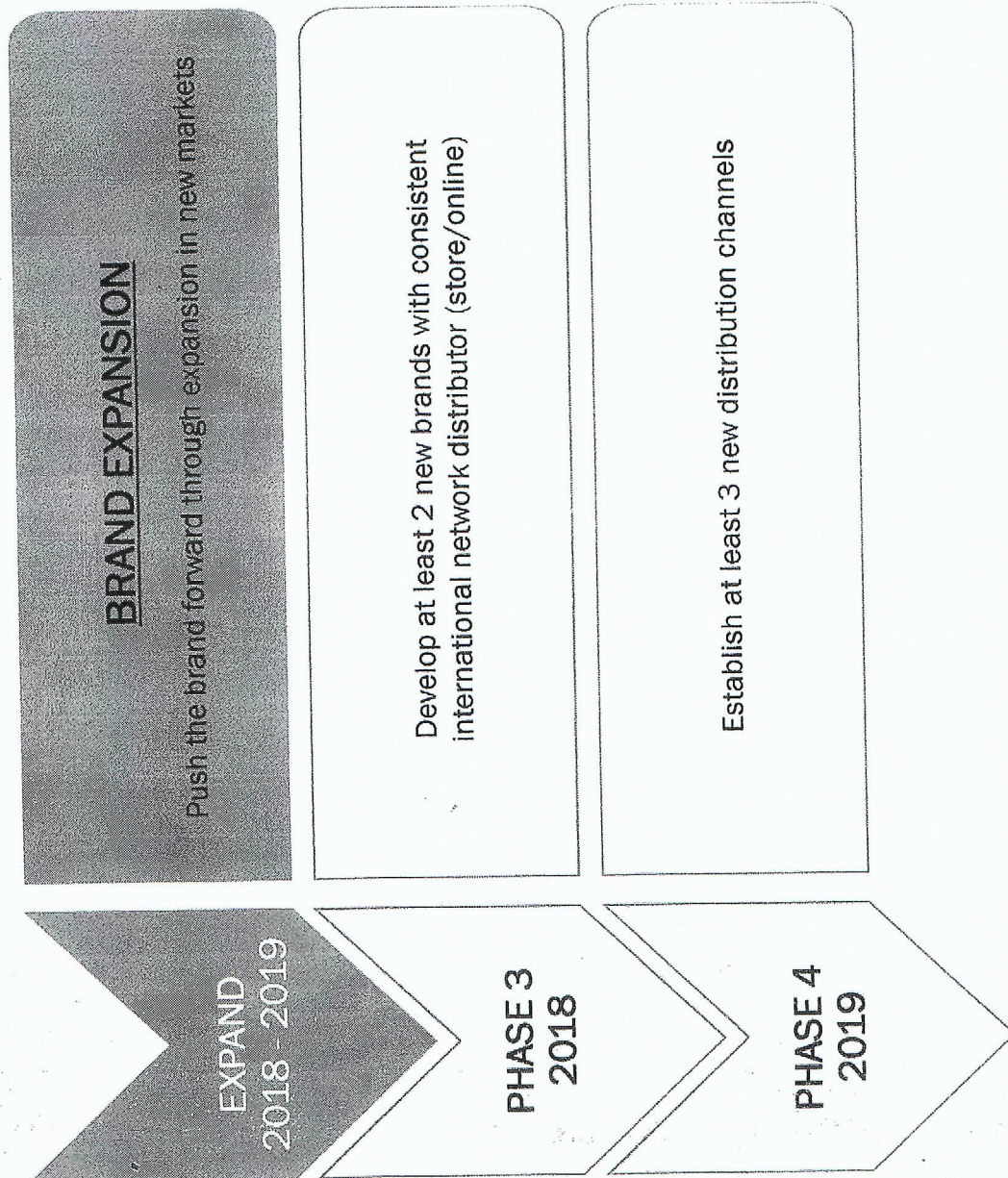
	TARGET	ACTUAL	% ACCOMPLISHED
EXHIBITORS	10	11	110%
INQUIRIES	200	475	237.5%
SERIOUS LEADS	5	15	300 %
MEDIA MILEAGE	\$ 25,000.00	USD 164,390.83	657.56%

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- 1) Expansion into new markets by joining international showcases and pop-up fashion events (IFS and Scoop London, Vendome Luxury Paris, White Milano)
- 2) Provide continuous export coaching and brand building training and seminars:
 - Focusing on brand management
 - Seminar on Doing Business geared towards understanding the new market
 - Advanced seminars on exporting, pricing and costing
 - Exposure trips to high-end workshops (similar to the Luxury Brands and Digital Marketing Masterclass) that will mold the design team in "living the brand"
- 3) Strategic, targeted buyer promotion to international luxury lifestyle specialty stores (e.g. Harvey Nichols, Lane Crawford, and Barneys)
- 4) Showcase Design for Exports Program at Manila FAME October
- 6) Join at least two (3) international showcases and pop-up fashion events overseas.

SUSTAIN
2020

PHASE 5
2020

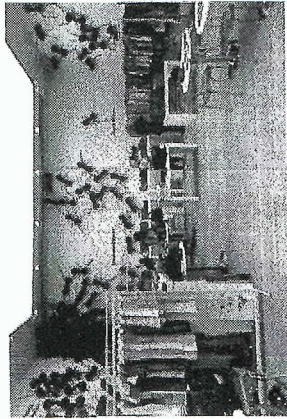
BRAND INDEPENDENCE

Company focus to strengthen brand image and brand recall

- 3 brands in the international market, who have:
- Clear and consistent market positioning
- Significant international distribution network (i.e. Lane Crawford, Harvey Nichols)

- 1) Continue to exhibit at Manila FAME and serve as brand ambassador of the show and Fashion Philippines
- 2) Independent participation in overseas trade shows / pop up and carry Fashion Philippines brand whenever they participate in international showcases
- 3) Brand/Designer assessment
- 4) Case Studies

PROPOSED POP UP SHOWS

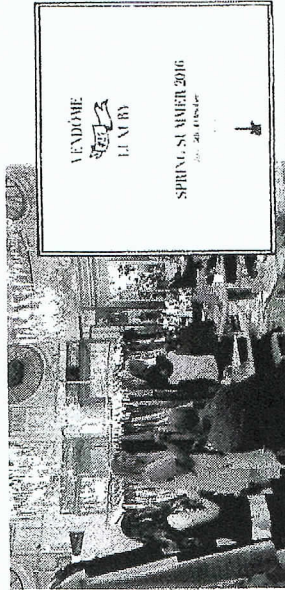


SCOOP, LONDON

Description: Taking place during London Fashion Week, Scoop London provides the perfect platform for new and emerging designers for whom LFW remains the most important dateline of the season. Scoop London plays host to an array of international labels that traditionally launch their new-season lines after the main UK tradeshow have drawn to a close.

Showcase: February

Notable Buyers: Net-a-porter, Selfridges, Harrods, Harvey Nichols, Luisa Via Roma



VENDÔME LUXURY, PARIS

Description: Vendôme Luxury is the premium fashion tradeshow for luxury and high-end women's collections during Paris Fashion Week since 2003

Showcase: March & October

Notable Buyers: Galeria LaFayette, Neiman Marcus, Harvey Nichols, Harrods



WHITE, MILAN

Description: WHITE is a prestigious platform for niche brands and the ideal stage for all those Italian and international companies which recognize themselves in the White character, made of creativity, harmony and eco-ethical commitment. A breeding ground of ideas, it is **fashion culture as a lifestyle** which embraces art, design, music, communication and the new frontiers of the web medias.

Showcase: January, February, June & September

Notable Buyers: SPRMRKT, Luisa Via Roma, Tres Bien, So To, Voo Store

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