

FURNITURE
HOME DECOR
LAMPS & LIGHTING
FASHION

DESIGN
Philippines

AT NY NOW DIGITAL MARKET

DESIGN Philippines

AT NY NOW DIGITAL MARKET

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Discover the Philippine Pavilion at NY Now Digital Market 2021

Representing the Philippine delegation for NY NOW is a collective represented by brands, designers, artisans and craftspeople that elevate the country's storied design heritage into contemporary and global consciousness.

Learn more about each brand on the following pages, and scan the QR codes for a deep dive into their brand stories available on the companies' respective digital storefronts. To contact the brands directly, see each brand's contact information on the last page.

Connect with the Center for International Trade Expositions and Missions (CITEM) for inquiries and access to the directory of the participating DesignPhilippines brands, and to get to know the latest in Philippine design.

CITEM is the Department of Trade and Industry's (DTI) export promotions arm committed to nurturing the global competitiveness of Philippine micro, small and medium scale enterprises (MSMEs), exporters, designers, and manufacturers. The agency aspires toward the highest standards of creativity and innovation, and spanning industries including home, fashion, and lifestyle (HFL) sectors.

The Philippine pavilion is now live at NY NOW Digital Market from July to December 2021. Discover a diversity

of design sensibilities through contemporary pieces by 20 homegrown brands at www.nynow.com/digitalmarket





DESIGN Philippines

DesignPhilippines is the industry brand initiated by CITEM that aims to bring the Philippines' product design sector towards greater global recognition by featuring Filipino design excellence, ingenuity, and craftsmanship in overseas trade fairs.

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CEBU HOMECRAFT

FURNITURE

In its workshop in Cebu, Philippines, Cebu Homecraft's team of 30 skilled artisans devote time and resources to develop new products for the brand's own collection and to collaborate with designers from across the world to create diverse and exquisite pieces.



SCAN ME!

Cebu Homecraft is devoted to making unique and high-quality furniture and home accessories for a selection of loyal clients around the world.

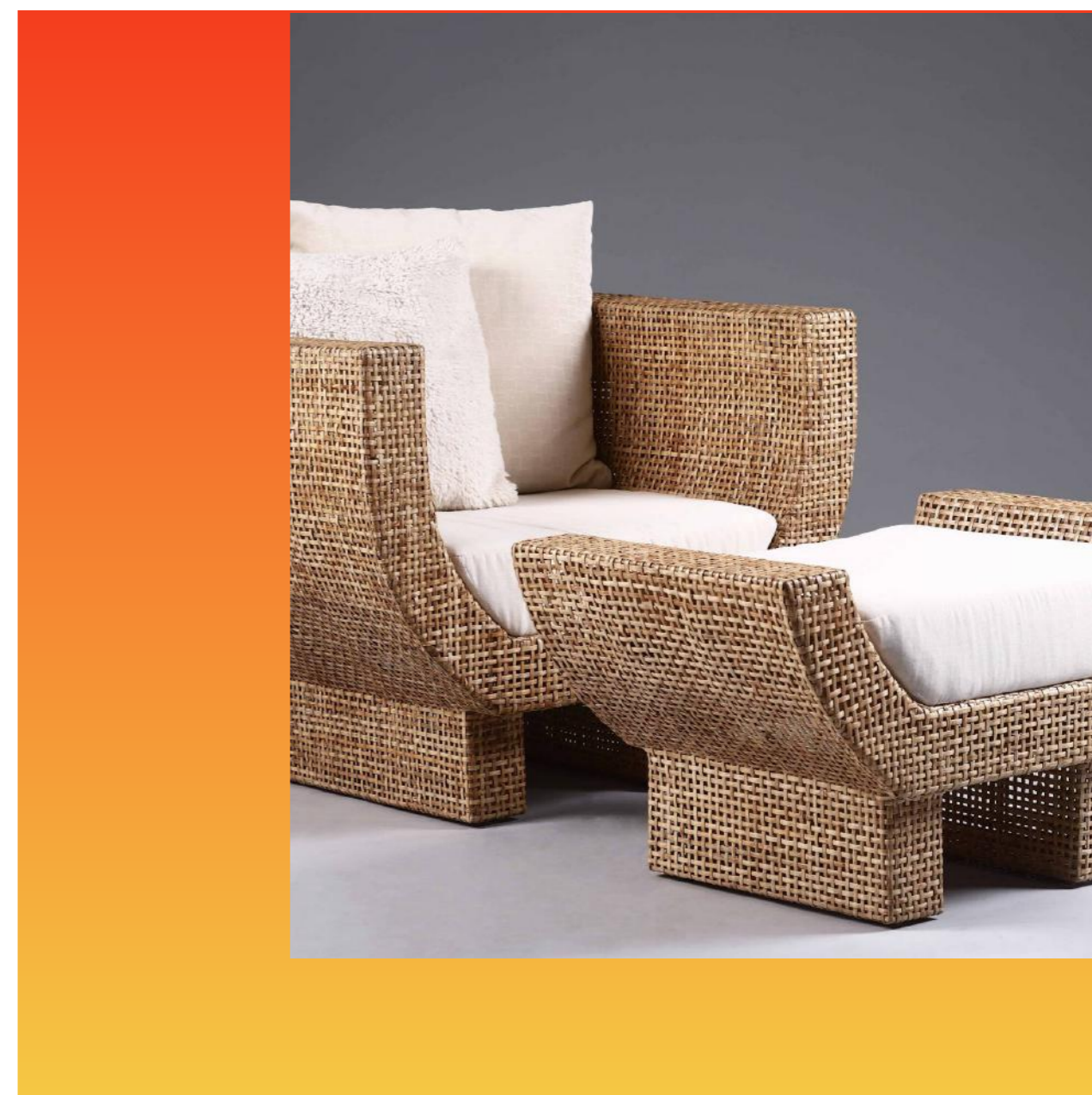
For over 30 years, Cebu Homecraft has designed and assembled fine, hand-crafted furniture and lighting from natural and second-life materials. The brand has an insatiable appetite for exploring and mastering new processes and materials, establishing a niche in offering small-batch production, exceptional quality, and products not found elsewhere in the market.

CASA SELMA



Founder Vito Selma grew up in the furniture capital of the Philippines, Cebu. Being part of the family's third generation in furniture-making, he spent his childhood immersed in the creative process.

Influenced by his upbringing and appreciation for finer details, he started Casa Selma, a Filipino-owned company based in his hometown of Cebu. Under his stewardship, the creative team of Casa Selma ensures that thoughtful design recurs in every piece they make.



SCAN ME!

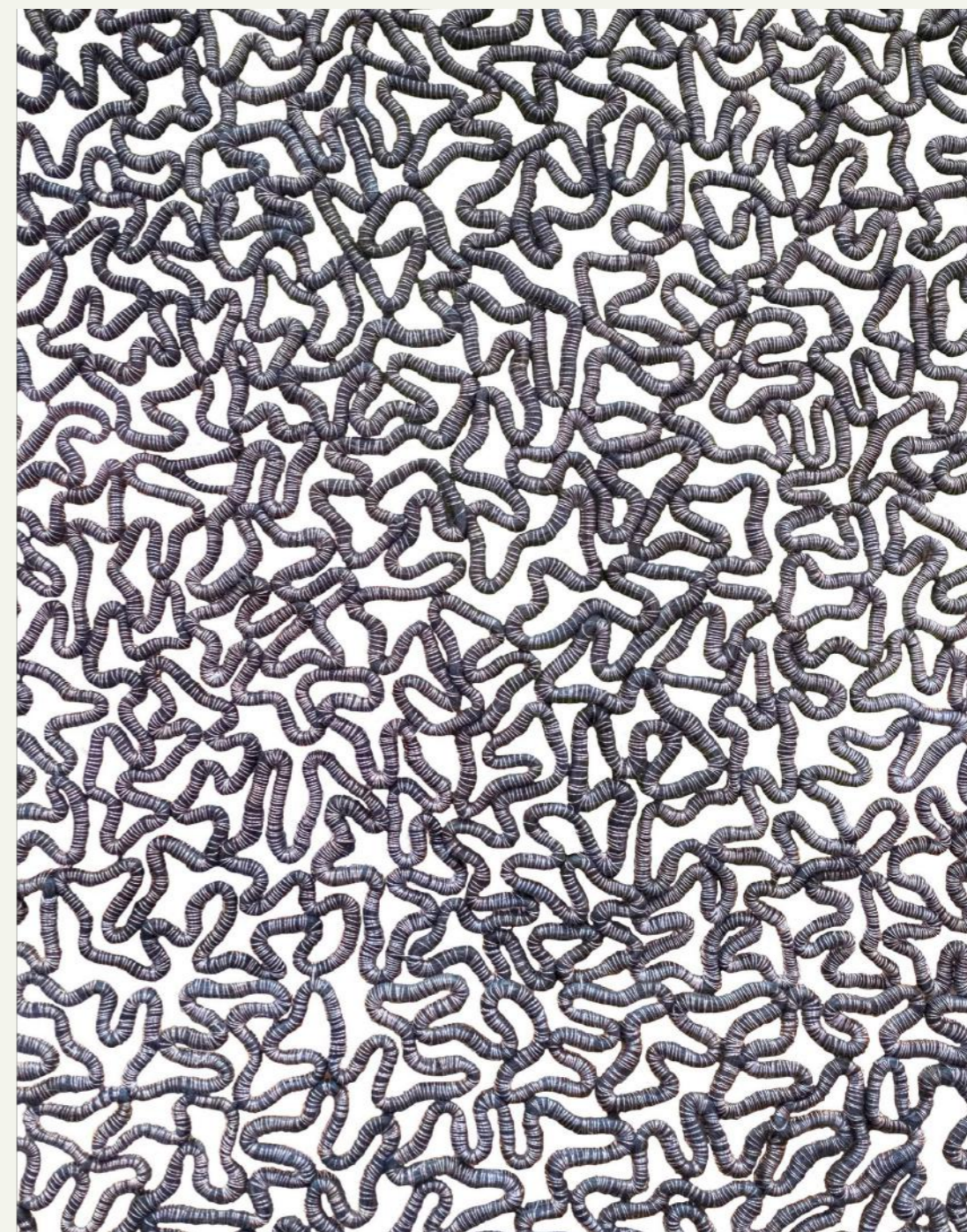
A firm believer in good design, Vito Selma takes inspiration from everything, everywhere. Each piece goes through a process of careful curation and collaboration, which is then made into reality through the brand's skilled craftsmen.

TADECO



SCAN ME!

TADECO Home has evolved from a community development program of Tagum Agricultural Development Co., a major banana exporter in Asia, into a globally acknowledged and sustainable handicraft manufacturing business in the Philippines. The brand produces handmade paper and other products made of banana fiber sourced exclusively from TADECO's plantations.



Each TADECO piece is a showcase of the weaving and material-manipulation skills of its artisans. Such is the case for the Brain Coral Wall Panel, where artisans make each panel by hand with banana fiber and metal bars, held together by a metal bar. The decorative piece has since expanded to lighting fixtures, with every iteration resembling its namesake coral that could be found in Philippine seas.

NATURE'S LEGACY

Nature's Legacy uses its patented techniques to transform natural and recycled materials into inspired pieces for home and office spaces. These pieces include planters, vases and fountains for the garden; architectural components such as wall arts and moldings; floor lamps, hanging lamps and table lamps; trays and gift boxes; and construction supplies including cabinet panels and frames.



HOME DECOR + LAMPS & LIGHTING



SCAN ME!

Nature's Legacy works with global designers and distributors including Retailers, Hospitality (Hotel and Office developers), Garden and Permanent Floral Firms, Mail-Order Catalogs, Interior Designers and Architects.

NATIVE CRAFTS AND ARTS



Bamburi specializes in the design, creation, and export of handmade lighting fixtures and accessories. Its wide assortment of lanterns and pendant lights are crafted from indigenous natural materials including bamboo, buri ribs, abaca, raffia, and seagrass. By integrating traditional weaving techniques into contemporary designs, the brand brings the past into the present through unique and innovative ways.



SCAN ME!

Bamburi is a Philippine-based brand created exclusively by Native Crafts & Arts Industries, Inc. Through Bamburi, the company aims to showcase Philippine handicrafts in a new light while supporting Filipino artisans in their craft and preserving the culture inherited through their art.



BON-ACE

HOME DECOR + LAMPS & LIGHTING

Bon-Ace's collections are exquisitely studied and carefully crafted by the brand's master craftsmen whose skills have been honed over decades of experience, combined with technology and methodology at the forefront of innovation. Bon-Ace's design sensibilities lie in the details, subtle touches, quality of materials and in forethought, from concepts to prototypes. All of the brand's endeavors are a mix of its boundless passion for captivating creations, social responsibility and consciousness.



SCAN ME!

Bon-Ace Fashion Tools, Inc. is a Philippine-based fashion company known for its unique and functional designs made from all-natural materials. Its works of art emerged from a unique blend of Filipino and Italian ingenuity, continuously making good on the brand's deep commitment to the highest standards of product development and design for a wide-ranging clientele all over the world since its establishment in 1993.

CALFURN

Calfurn is a world-class furniture manufacturer with facilities in Angeles City and surrounding areas in the Philippines. Since 1976, it has been producing furniture and furnishings made of indigenous and sustainable natural materials and fibers. Calfurn has also been a source of livelihood for nearby communities.



SCAN ME!



The various industry-leading weaving and furniture-making techniques mastered throughout the years and passed on from generation to generation have allowed Calfurn to continuously supply to notable home furnishing retail brands and importers, as well as to wholesalers in the United States and Europe. Over the years, the brand has also expanded its market reach by also catering to small and medium retailers all over the world, bringing with it a commitment to quality that will be passed on to generations to come.

TRIBOA BAY

Triboa Bay Living features distinctive hanging lamps, floor lamps, table lamps, wall art, side tables, buffet cabinets and other storage solutions in organic forms counterpointed with contemporary sensibility and functionality that easily fit in a variety of interior styles.

Pioneered by Randy Viray, a third generation furniture maker from Betis, Pampanga in the Philippines, Triboa Bay Living is inspired by the serenity of the coastal paradise in Zambales.



SCAN ME!

Through time-honored craftsmanship and global design, ethically sourced wood with occasional steel and glass components are ingeniously transformed into lighting, furniture, and home objects that bear a casual ambiance in a marriage of traditional and contemporary silhouettes.

Triboa Bay Living caters to homeowners, interior designers, architects, institutions and corporations in the Americas, Europe, South Africa, Australia, Asia and locally in the Philippines.

INDIGENOUS

Indigenous is the leading exporter of 100% tree-less handmade paper and paper-based products.

Beginning as a kitchen experiment with a blender and homemade paper 14 years ago, Indigenous (formerly Cagayan de Oro Handmade Paper) has since transformed into the leading exporter that it is today. From custom-designed lighting for hospitality and projects to decorative baskets and storage— all made from natural fiber—Indigenous prides itself in being at the forefront of sustainable design.



SCAN ME!

Indigenous offers a selection of ingenious crafts made from ethically sourced raw materials, like abaca fibers, cogon grass pulp, and pineapple leaves. Each Indigenous paper-based product is a testament to its commitment to protecting nature and the indigenous people that cultivate it.

CELESTIAL ARTS, INC.

HOME DECOR



Celestial Arts' collection of mango and acacia wood products are handmade in the Philippines. With almost 30 years of experience, founder Esperanza Hilado and her team have produced and exported finely crafted pieces to international buyers around the globe with a reputation for excellence in design, production and delivery. Celestial Arts is committed to working at the highest level of quality and service.



SCAN ME!

ARTISANA ISLAND CRAFTS

HOME DECOR



Artisana's use of handmade ceramics interwoven and intertwined with natural pandan, a tropical plant that grows abundantly by the foothills of the island's active but quiet volcano, Mt. Kanla-on, has been its most distinctive feature in majority of the company's product collections. This melding of organic fiber and inorganic pottery always breathes life into Artisana's product lines.

Woven by women who skillfully harvest, strip and dye the pandan leaves, the baskets are enhanced and embellished with hand-pressed and hand-painted ceramic of different shapes that complete a whole story of tabletop accessories ranging from placemats, coasters, trivets, napkin holders, bread baskets, fruit bowls, storage baskets and containers.



SCAN ME!



Artisana, as a social enterprise, has been partnering with community-based women's organizations in the countryside where women weave from home as they continue to take care of their families and run their households. From one community, Artisana now partners with 10 weaving communities all over the island and continues to establish more collaborations in the countryside.

Moy Studio strives to keep traditional handcrafts alive while also providing livelihood to marginalized families. The brand started out as an idea to pay homage to creativity and an eye for color innate among Filipinos. Moy has since then grown into a team in close collaboration with skilled artisans, each with their own expertise including woodworking, painting, dyeing, and weaving.

All products are handmade using sustainable natural materials indigenous to Cebu, Philippines, and created with the worldly woman in mind.



SCAN ME!



Moy embraces the art of traditional handcrafting using indigenous materials and techniques while constantly challenging local artisans to collaborate and innovate. We hope you enjoy wearing our pieces as much as we love making them.

S.C. VIZCARRA



Founded in 1925, S.C. Vizcarra produces intricately hand-woven bags and home accessories.

Vicky Vizcarra Amalingan-Sales, daughter of founder Segundina Cornejo Vizcarra, continues the family tradition of producing finely crafted, hand-made objects under S.C.Vizcarra. The brand's pieces are proudly hand-woven by its artisans.



In 2010, Segundina's granddaughter, Rita Nazareno, created a new contemporary line under the S.C.Vizcarra banner called ZACARIAS1925 by S.C.Vizcarra, named after her sculptor grandfather. The brand is a mélange of progressive design and the art of hand-weaving.



SCAN ME!

ISLAND GIRL

Island Girl is a resort accessories brand highlighting the abundance of natural materials found in Cebu, Philippines and neighboring islands. Raw materials are carefully harvested from the Philippines' bountiful mountains and seas to create a wide range of authentically homegrown and hand-crafted Filipino products with original designs, exceptional quality and good value.



SCAN ME!

Island Girl's vision is to put the Philippines on the map through one-of-a-kind resort accessories that can easily go from day to night and from the shoreline to city. The brand aims to create world-class products while sustaining the livelihood of Filipino artisan communities. Over the years, Island Girl has employed 15 artisan communities comprised mostly of home-based women artisans across Cebu.



Each piece is handmade by talented artisans from various corners of the Philippines and intentionally designed to be visually captivating, multi-functional and inspiring.

In R2R's philosophy, style and sustainability should not just co-exist, but must be designed and woven together. All R2R pieces are made with circularity, longevity and adaptability in mind.



R2R is a fashion and design house empowering community artisans from the Philippines. Since 2007, R2R has been creating eco-ethical fashion and home accessories out of upcycled and overstock fabric, locally sourced materials, and indigenous weaves with the social mission of lifting Filipino artisans out of poverty.

SCAN ME!

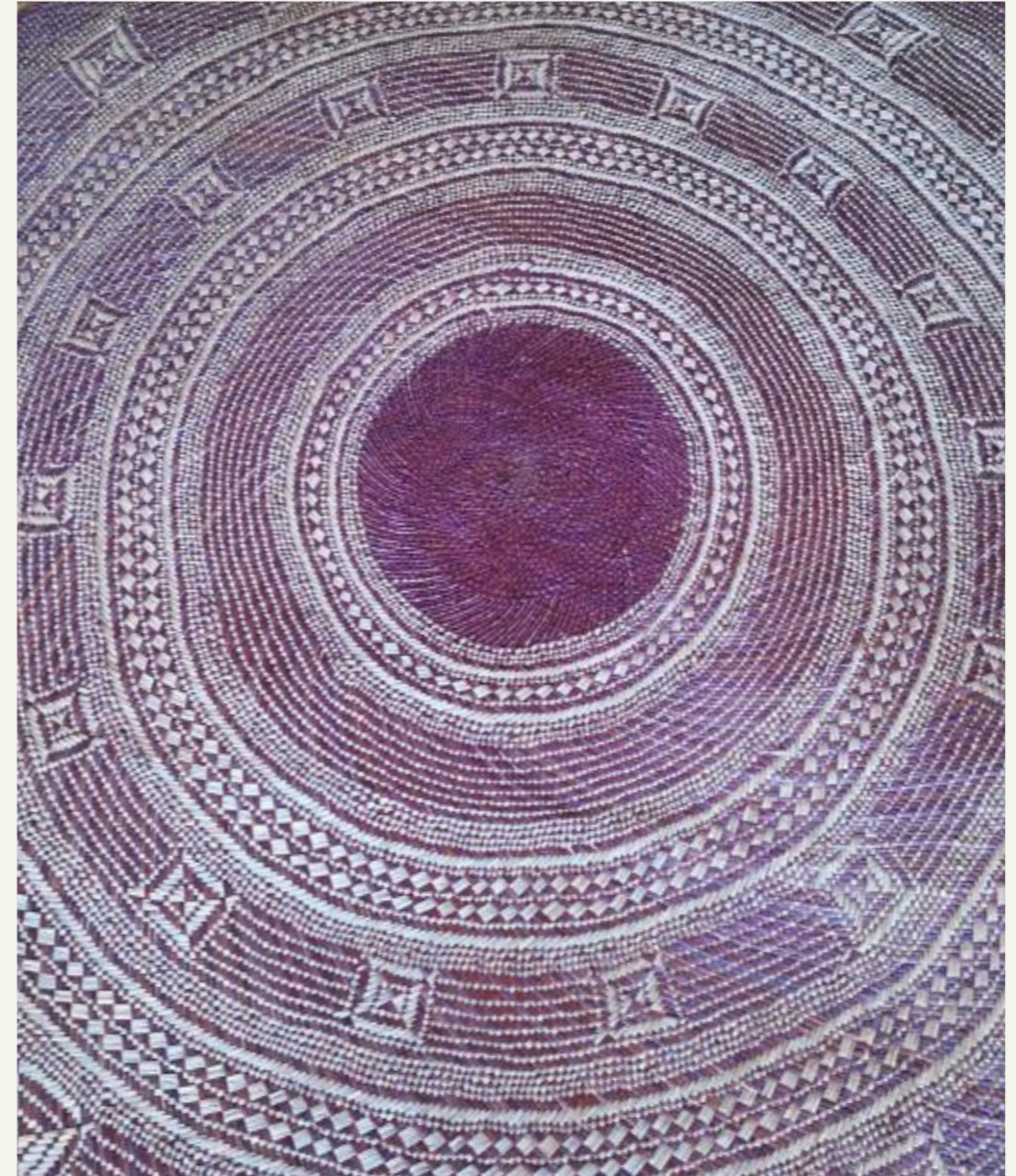


TWWA TAGOLWANEN HANDWOVEN



SCAN ME!

The Tagolwanen Women Weavers Association, Inc. (TWWA, Inc.) is a non-stock, non-profit organization that aims to revive the vanishing weaving tradition of the Tagolwanen tribe, and to ensure that the mat making tradition is passed on to the next generation. The organization envisions the promotion of indigenous arts to help the Tagolwanen Women Weavers achieve economic independence and contribute to the assertion of their right to self-determination. The association currently has 80 active weavers from six barangays of Malaybalay City, Bukidnon, Philippines. It was founded on May 2012 by Lorie "Amihan" Rago-Martinez and registered with the Security and Exchange Commission on February 19, 2016.



The association has a marketing arm, the TWWA Enterprise. It helps sustain the association by taking charge of marketing, as well as managing the business transactions of the association. TWWA Enterprise pays weavers for their products upfront and shares its profit to the weavers at the end of the year. It is registered under the Department of Trade and Industry and has a permit to operate in the trading of products granted by the City of Malaybalay.



THAT ONE PIECE ENTERPRISE



LIIJA (lē-hä), which means “to sand” or “to refine,” is a contemporary lighting and furniture brand that highlights the creative use of natural materials, refined into distinctive, stellar designs.

Together with its artisans and designers, the brand explores the capabilities and expressions of natural materials and creates unique and well-crafted handmade pieces that complement the contemporary lifestyle of its clients.

Now more than ever, Lija recognizes the immense responsibility of entrepreneurs

towards their local communities by providing employment and promoting the use of indigenous materials.

Lija has always championed the Filipino first mindset, and continues to do so especially in more challenging times.

It draws strength from the diversity and shared vision and values of fellow microentrepreneurs, always conscious of the fact that the true essence of business is in the way it influences and shapes future generations.



SCAN ME!

KLASSY COLLECTION



Klassy Collections and Designs Co. (KCDC) was established in 1995. With its 25-year existence, it is now considered as one of the leading manufacturers and exporters of authentic specially handcrafted Christmas items and all-season gift item collections.



SCAN ME!

SEASONAL DECOR



Using materials that are indigenous to and most commonly found in the Philippines—like the abaca and buri fiber—Klassy Collections is a source of Pinoy pride, as their holiday-appropriate and timeless-looking home décor appeal to a global audience. It crafts objects of nostalgia but delivers unique and fresh takes on these seasonal décor staples.

JHAZ FOOTWEAR

FASHION

Jhaz is a footwear company based in Liliw, Laguna in the Philippines known for its comfortable, durable, fashionable and affordable shoes. The company was established by Nephtali and Elvie Moneda in 2004.



SCAN ME!

The business started from humble beginnings, but the success they reaped from hard work and smart ventures rippled in their community. Aside from employing 20 people in their factory, they also support households composed of 90-100 individuals who handle their abaca braiding, embroidery and other side jobs they can offer.

VIRTUCIO



Captivating others with vibrant, expressive and attractive style of design, Virtucio, a homegrown jewelry business from the island of Bohol, shows how fashion and accessories can go beyond art and expression.



Founded by award-winning Christine Virtucio, the brand's signature style includes colorful and upcycled plastic grocery bags from local malls, households and laundry shops which are cut to pieces, pressed and melted to achieve a mosaic-like effect that is complemented by brass framing.



SCAN ME!

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SOURCE IT HERE!



FAME+ Philippine Design and Beyond

FAME+ is Manila FAME's new Digital Trade Community Platform. Its name, accentuated by the plus (+) sign, embodies Manila FAME's intent to provide more ways to promote Filipino MSMEs and add value to the sourcing experience. It aims to take Philippine design into the digital age by bringing together exhibitors, buyers and stakeholders—the FAME+ community—in one digital space.

Unbound by space and time, FAME+ is open 24 hours a day, 365 days a year. This new platform exhibits the Manila FAME brand's capability to

evolve and do more in championing Filipino MSMEs. Using the power of storytelling, technology, and imagery to promote the work of the country's finest manufacturers, brands, and artisans, FAME+ intends to ensure and improve the discoverability of exhibitors online, offering them endless possibilities and opportunities to connect to more markets globally.

FAME+ is also designed to complement the future editions of the Manila FAME physical trade show, offering stakeholders a hybrid trade show experience in years to come.



ORGANIZERS

The Center for International Trade Expositions and Missions (CITEM is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other government and private entities. For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.



The Philippines' Department of Trade and Industry (DTI) is the primary coordinative, promotive, facilitative and regulatory arm of the Philippine Government with the country's trade, industry, and investment activities. It is tasked to be a main economic catalyst that enables innovative, competitive, job-generating and inclusive business, and empowers consumers.

DESIGN
Philippines