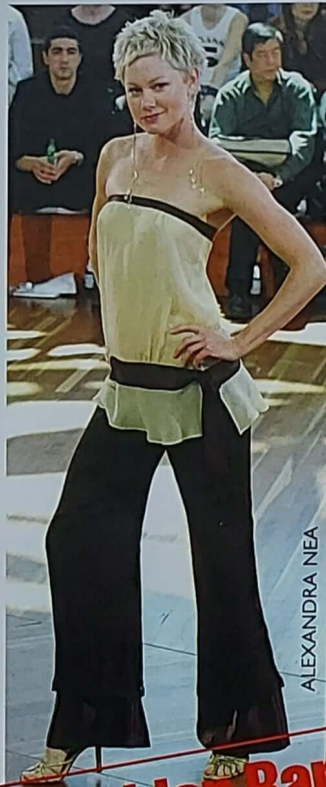


by Kitty Espiritu

Sassy Aussie Fashion

It was a g'day when the Mercedes Australian Fashion Week (MAFW) held its Autumn/Winter collections in Melbourne late last year



Shoulder-Baring

The focus shifted to shoulders as the body part to watch, emphasized by straps and cut-outs



With participants not just from the Aussie region but also from Asia Pacific, Mercedes Australian Fashion Week (MAFW) kicked off with an impressive

array of designs from both established designers and promising up-and-comers. Catering primarily to local and

international buyers, the MAFW continued to reach out to markets across continents with its unique blend of Down Under attitude mixed with global perspective. "There is so much enthusiasm and demand in New York for Australian and New Zealand designs that attendance at MAFW is not only a convenient way to conduct business, it is a necessity if boutiques and department stores are trying to differentiate themselves," observed New York boutique owner/buyer Elizabeth Charles. "There is so much undiscovered talent here." Let's see what Australia's got in store.



NICOLA FINETTI

ALEXANDRA NEA

WHITE SUEDE

AZZOLLINI

CAMILLA AND MARC

PHOTOGRAPHED BY ALEX ZOTOS

runway report

by Kitty Espiritu

TEE DINA MIDIANI



TUTY CHOLID



DESIGNER INDUSTRY



KAREN CHENG



BUD LIGHT

Romanticism still wafted through the air as a veritable garden of flowers were sprinkled lightly on both floaty fabric as well as sturdy cotton

Hong Kong On My Mind

As global sights turn eastward, Shanghai may be the current hot spot but Hong Kong still has more than a few aces up its sleeve. Hong Kong Fashion Week 2005 gives a glimpse of why this little city is anything but

It may have been held in one of the most cosmopolitan cities in the world, but Hong Kong Fashion Week Spring/Summer 2005 last July kept silhouettes and designs predominantly conservative. With its buyers market on a steady upswing, "an export of clothing and clothing accessories worth more than US\$22 billion per year, it's not surprising that Hong Kong Fashion Week is now becoming Asia's leading fashion extravaganza," said chairman of the Trade Development Council's Garment Advisory Committee, Andrew Leung. "Hong Kong companies are moving up the value chain—from manufacturing of garments and

accessories, to creative design, marketing and distribution. Such professional one-stop services are contributing to Hong Kong's position as a global clothing sourcing center and the world's second largest clothing exporter," he added.

Attracting a total of 767 exhibitors from Hong Kong and 14 other countries/regions including the Chinese mainland, India, Taiwan, Thailand, Korea, Indonesia, the Philippines, Malaysia, Sri Lanka, Vietnam, Macao, France, the US and Australia, this former British colony is becoming one of the strongest fashion players in Asia, if not the world. Here's what the coming year has in store.

AMANDA DARLING



PHOTOS COURTESY OF HONG KONG TRADE DEVELOPMENT COUNCIL

DRESS TO THRILL

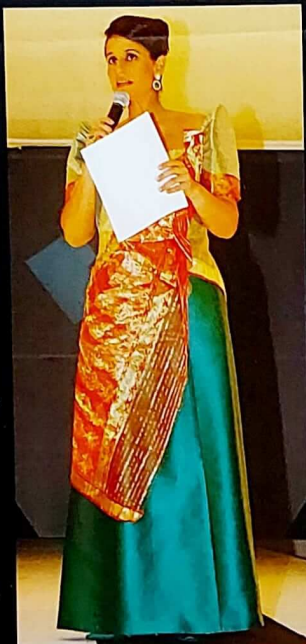
The *terno*, once associated with a certain first lady, now has a new "face"

"[It was like] climbing a steep rocky mountain in high heels," jokingly recounts Bea Zobel Jr. during her speech at *The Timeless Terno* event about her experience trying to solicit sponsorships for The Metropolitan Museum of Manila's various art awareness projects—the biggest of which was this event. But climb that mountain she did, rocks and high heels be damned, as she, together with presidential daughter Luli Macapagal-Arroyo and The Met's executive director Ino Manalo, forged on to "revive the *terno* as a marker of Filipina identity, and to resurrect the potentially lucrative industry of *terno*-making."

Earlier, in an interview with *Lifestyle Asia*, Bea emphasized how the *terno* was a symbol of national identity providing jobs for communities of designers, patternmakers, embroiderers, weavers, bead-ers and sewers. "I want to make it clear that the *terno* is an example of an art form," she said, "that we are trying to show people that it gives jobs, that it is a record of our history."

A history Bea is intent on preserving as she relates her own milestone

reawakening, thanks largely in part to Ino Manalo. "I rediscovered my country through the arts [thanks to Ino], and got so excited about what I saw... There was much more to see than beaches! Tourism in the Philippines is not just a fish or a beach. I am sure the many tourists that we want to capture are not just after that. They want to see paintings, they want to see weaving and they want to see the *bordaderas*. They want to see true art, which is our cultural heritage." Recently appointed as The Met's board of trustees' treasurer, Bea takes this statement to heart and makes a particularly astute observation as one who has grown up in countries other than her own.



"National development is not possible without touching our soul with the arts," she continues. "Art is a source of identity, pride, unity and livelihood. How I wish children were taught this in school. This is their birthright, but unfortunately they grow up unaware of their identity. I feel this is a source of negativity and lack of patriotism. We lack a solid ground which links us with our past and a sense of heritage to take pride in." The *terno* project was born out of a need to



Above Bea Zobel Jr. rises to the challenge in high heels and chutzpah. Left With project partner Ino Manalo

save many of this country's art forms and artistic expressions as the co-chairs succinctly put it, "When we lose our traditions, our epics, our crafts, we lose our identities."

"Isn't it wonderful that every time we wear the butterfly sleeves, somebody right away says, 'Hey, you're Filipina.' I am a Filipina." And Bea Zobel Jr. is proud of it.

PATRICE RAMOS-DIAZ



TIPPI OCAMPO



JOJIE LLOREN



SHORT REPORT

It was up, up and higher as the Maria Clara hem took a break and brought the leg from under wraps and onto centerstage

DENNIS LUSTICO

"I liked Jenni Epperson's Jojie Lloren *terno*. She and Celine Lopez [right, who wore Rhett Eala] were wearing short *ternos*"



From Here To E-terno-ty

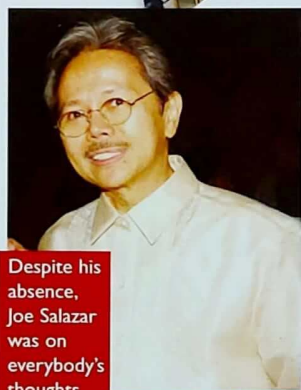
Time has passed since Joe Salazar's tribute, but a lot can still be said about the event that broke molds and touched hearts. MEGA takes a second look and waxes poetic on how the *terno* truly is timeless

Butterfly sleeves fluttered abundantly that night at the Metropolitan Museum of Manila as *The Timeless Terno: A Tribute to Joe Salazar* brought together Manila's genteel set with the city's fashionistas for a night of Filipino pride, and in celebration of a remarkable designer. Touted as an event milestone in Philippine fashion's history, Bea Zobel Jr., Luli Macapagal-Arroyo, and Ino Manalo with support from Ben Chan, Butch Campos, the Congressional Spouses Foundation headed by Lovely Romulo, Karen Santos, Celia Silang Cruz, Pili Aquino, and Raul Manzano, took the fundraiser onto a level all its own. But it was the shy designer who took the limelight.

Despite his absence, Joe Salazar, master couturier and *terno* revolutionist, was on everybody's mind as the runway teemed with artful re-creations of the national dress as 12 established designers—handpicked by Joe himself—namely, JC Buendia, Paul Cabral, Rhett Eala, Arcy Gayatin, Rajo Laurel, Jojie Lloren, Dennis Lustico, Len Nepomuceno-Guiao, Tippi Ocampo, Dong Omega Diaz, Randy Ortiz and Patrice Ramos-Diaz, gave tribute to the master creator. It was a night not easily forgotten, dedicated to a man who is unforgettable. A dramatic unveiling of some of Joe's best *ternos* capped it off with an elegant flourish—in true Salazar style.



Above Pretty Salazars all in a row. Left Highway to heaven: the unveiling of some of the master couturier's best *ternos* through the years



Despite his absence, Joe Salazar was on everybody's thoughts



Terno tornado: 24 designs from 12 of Manila's hottest designers



From left to right Handpicked by Joe himself—Len Nepomuceno-Guiao, Dennis Lustico, JC Buendia, Arcy Gayatin, Tippi Ocampo, Randy Ortiz, Rhett Eala, Rajo Laurel, Paul Cabral—designers pay tribute. Right Bea Zobel Jr. and Luli Macapagal-Arroyo swathed in Salazar with fellow *terno* supporter Butch Campos



PHOTOGRAPHED BY FRANCIS DEL ROSARIO

fab fashion finds

kitty's letter box

Fashion editor Kitty Espiritu's new column talks about anything and everything fashion. (You might want to drop her a line too with your style queries...)

Travel essential alert: the **belt bag**! It was while I was maneuvering my heavy baggage through countless airports recently that I felt extremely grateful for the function and fun factors of the oft-maligned fanny pack (or to use the less 80s term, belt bag). Always at the ready whenever asked for my passport and ticket, or when struck by a case of the munchies on long layovers, my trusty belt bag kept me organized and efficiently swift at checkpoints, not to mention, kept my essentials safely close-to-the-body during frequent catnaps. Now that a number of big-name brands have come out with their own line of belt bags, the fanny pack has shed its association with the "baduy" and has come into its own.

Holding up the line while rummaging for that elusive boarding pass in your overstuffed handbag can now be a thing of the past. Just dip into your oh-so-chic belt bag and breeze right through without having a last-minute "where the heck is it!" panic attack.



The Pouchette Florentina (P11,900) by Louis Vuitton can hold your passport, ticket, cash, itinerary, Chapstick and gum in its easy access compartment. Wear low on the hips to up the style ante

COVER GIRL

If we were on the cover of MEGA, we would have our picture made into a bag too! That's what Iza Calzado did with her July 2004 MEGA cover—she brought it to Villareal Bags, which can immortalize your favorite magazine cover into a sleek clutch you can take everywhere. Owner Voltaire Villareal got the idea when his collection of magazines started piling

up at home. "My father, who started the company over 20 years ago, had a pattern for a clutch made with magazine covers, which was *used* back in the 70s," says the 28-year-old. "I experimented with my oversupply of clear jelly plastic"—we all know how *that* trend died!—"and trimmed the bag with leatherette." Voltaire recommends that the customer sends the entire magazine and he does the neat ripping of the cover. The leather trim normally matches the color of the masthead. Each bag takes about two weeks to

produce and costs a mere P650. "This month, I'm introducing a shorter version of the clutch, but this time with pictures of cover boys," smiles Voltaire. Better save those Orlando pinups... To order visit Villareal Bags, Fashion Village, Eastwood City Walk I or Girl Shoppe, Power Plant Mall, or call (2) 995 8816 or (917) 825 5218.



Now you can clutch Kristine anytime

the X-factor

Who hasn't had a packing challenge that required having to bring X-number of outfits for X-amount of days on any of the X-vacation location spots? To the rescue, Rajo Laurel's X-blouse—a multi-personality jersey piece that has 18 (or more, depending on your imagination) incarnations that can be worn as a top, a skirt or a minidress. Made in a non-wrinkle fabric and available in 10 colors—blue, orange, yellow, red, black and gray are a few to choose from—the X-blouse packs flatly and travels well for those out-of-town jaunts. Wear over a pair of jeans as a quirky tube top, as a wraparound skirt for those dressy cruise dinners, or by itself as a romantic minidress. There's only a limited number of pieces made per color. The bestsellers? Black and gray. The Rajo! X-blouse costs P3998 and is available at House of Laurel, 6013 Vellena Street, Poblacion, Makati City, phone (2) 827 0556.



Only five out of a possible 18 ways to wear this blouse

fab fashion finds

kitty's letter box

MEGA fashion editor Kitty Espiritu talks about anything and everything fashion. (You might want to drop her a line too with your style queries...)

I've always been attracted to non-mainstream movies because of their unpredictable plots and quirky touches, with the added treat of fashion used as a complementary visual to the story. In *Monsoon Wedding*, the stacked bangles used with wild abandon on the Indian actresses' wrists made me want to make a beeline for the nearest Little India—and I got my wish on a recent trip to Singapore. Wall-to-wall bangles in every color imaginable, at around P200 per set made me go on a bangle binge! Blue, bronze, rust, yellow jingling sets of 32 skinny bangles made their way into my *pasalubong* tote... but I kept a silver and lime green set for myself. Wearing 16 on each wrist, or just the silver or the green at a time, or mixing them with my other multicolored bracelets make these bangles fun and versatile.



Bangle-mania! Posing in front of hundreds of bangles with Sari, (right) fashion editor of Indonesian mag Dewi

FOR YOUR STYLE QUESTIONS OR A FAB FASHION FIND YOU SIMPLY WANT TO SHARE, E-MAIL KITTY AT <megamagazine@i-manila.com.ph>.

SHOE MARK



One-of-a-kind fabric mule by Patty

Artist Patty Eustaquio—one of MEGA's Women to Watch 2005—has an affinity for shoes. Not just wearing them, but designing them. Back as a student at the University of the Philippines, she centered her thesis on a hundred pairs of canvas shoes, which she used to walk on the streets of Manila; the accumulated mud and dirt acquired during her walking trips worked as the design. This quirky project won her the award for Best Thesis in her batch in 2001. This time around, armed with research from local shoemakers, she creates vintage-inspired footwear with a contemporary twist. "I bought fabric for a pair of pants I wanted to make, and I thought the same fabric would make an interesting print for shoes," narrates Patty on how the idea came about. Each one-of-a-kind pair sells for about P2400. To order, contact Patty Eustaquio at mobile (917) 897 9474.

Little Works Of Art

Talk about attention to detail! With her jewelry's sleek, modernist lines, it's no surprise that Kristine Dee has a background in industrial, furniture and jewelry design. The 28-year-old's collection of bangles, brooches, rings, pendants, necklaces and cuffs has unique details that take days to complete. "It takes me five days to work on a ring, and more than 10 to come up with a necklace," she says, as she meticulously molds them from white and yellow gold and sterling silver, then embellishes them with semi-precious stones. Inspired by natural shapes and beautiful buildings, detachable and moveable pieces give the wearer the option of changing the parts into a few other reincarnations. With descriptive style names such as Dew Drops, Slip, 360 and X, her pieces easily fascinate. Prices range from P10,000 to P20,000. At K. Dee Studio, 86 San Francisco Street, Kapitolyo, Pasig City, phone (2) 637 7553.



Jim Thompson FOUND!

During trips to Bangkok and Thailand, Ana Lagdameo used to wonder why people would flock to Jim Thompson stores. "I found out!" she says, describing the wonderful products she discovered there. No need for you to fly thousands of miles, though; because Ana now carries those same products, her favorites being the bags. "When I became a mother, I had to be able to stash a lot of things [hers and baby's] and Jim Thompson's bags were so light, not to mention stylish." Designs range from botanical prints to bold graphic patterns in various shapes and sizes—totes, handbags, vanity cases and evening purses in the trademark Thai silk. Other Jim Thompson products include gift cards, wallets, throw pillows, diaries, stuffed toys, placemats, napkins, coasters and a men's line of shirts and ties. At 215 Gift Shop, 215 Wilson Street, Greenhills, San Juan, phone (2) 725 7285.



FANCY FOOTWORK

How many times have you found the perfect shoe—but only if the heel were higher... or it came in another color... or it had an extra strap? At Lila Almario's shoe store, that would be no problem. "If you find a style you like but want it in a different color or material, we can make it for you," says the diminutive footwear designer. "A lot of the young society girls often request for the heels of our slingbacks and mules to be at least four inches high." One MEGA editor got a slingback with a comfortable fit, except for the too-long strap at the back—it took just 24 hours for Lila to fix. Lila's new shop at Glorietta 4 even has a private salon at the back for bridal- and couture-shoe fittings and consultations, away from the prying eyes of passers-by (perfect if you're a celeb seeking refuge from the autograph-seeking public). Aside from shoes on display and in catalogs, there will be a screen where brides-to-be can view more shoes and bridal looks.

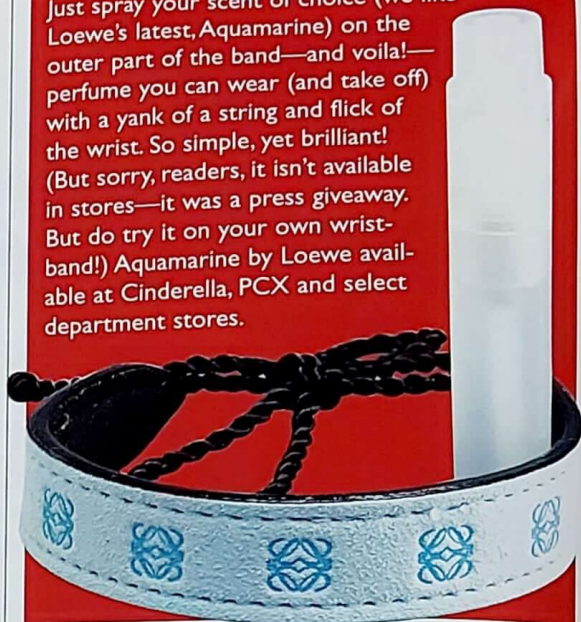
Flower girls who need to be fitted will be entertained by Barbie's miniature shoe store display and their own little flower-girl look book. Lila Almario also located at Power Plant Mall.



Higher? Lower? Lila Almario can satisfy your shoe fetish

SCENT-SITIVE SOLUTION

If you're one of those women who can't wear perfume because of hypersensitive skin, this could be a brilliant solution. This cute leather/rubber wristband with matching mini-spritzer by Loewe allows you to wear your fave fragrance without it touching your skin. Just spray your scent of choice (we like Loewe's latest, Aquamarine) on the outer part of the band—and voila!—perfume you can wear (and take off) with a yank of a string and flick of the wrist. So simple, yet brilliant! (But sorry, readers, it isn't available in stores—it was a press giveaway. But do try it on your own wristband!) Aquamarine by Loewe available at Cinderella, PCX and select department stores.



Concon's food-themed charms and something Ms. Meier would love

CHARM Cool

Want to get with the charm-bracelet trend but don't like the choice of charms? Let Concon SC Teh solve your problem—she allows customers to personalize their bracelets by choosing their own charms. "Or they can choose a theme—like all-angels or a beach theme—and I can make it for them," says the 28-year-old bazaar regular. Concon and her sister Lala have actually been selling charm bracelets for over a year now, even before the eye-catching accessory became the hot fashion must-have. "I got the idea from wine-glass charms I spotted during a party I attended in the States," she admits. "When I incorporated charms into my bracelets, people found them cute." Prices start at P500. To order, call mobile (917) 898 0706.

functional art

Would you like to have your own roving art gallery? Then carry one of the hand-painted bags lovingly created by UA&P graduates Timtam Mendoza and Al Lu. Made of canvas and textile paint, no two bags are exactly alike, thanks to the intricately detailed fruits and flowers. "I design the prints for the bags, but my aunt does the actual painting," says Timtam. Priced at P1200, "a lot of hard work, time and creativity go into" these roomy totes, making each one a virtual work of art. Tip: Preserve your painting by spraying a fabric protectant like Scotch Guard. At Splurge in Style, 25 Diamond Lane, 3/F Shoppesville, Greenhills, mobile (917) 814 1898 or (917) 526 6973, e-mail <splurgeinstyle@yahoo.com>.



Is it a Monet or a Manet? We don't care, as long as it can carry our stuff





Julien Macdonald

The 31-year-old "Welsh Wizard of Knits" (above, on the Singapore catwalk) wowed the audience with his trademark knits, slinky silhouettes and glamorous gowns



High-Fashion Frenzy

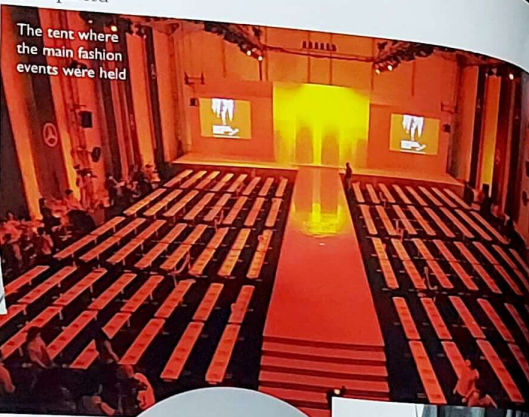
The highlight of the festival was the presentation of Julien Macdonald's Autumn/Winter 04-05 and Chanel's Spring/Summer 2004 collections. Julien even flew in especially for the event



Chanel

The brand that birthed the tweed trend updated its signature suit with frayed edges, colorful fabrics and whimsical accessories

by Kitty Espiritu



The tent where the main fashion events were held

Welcome to the Lion City's fashion event of the year

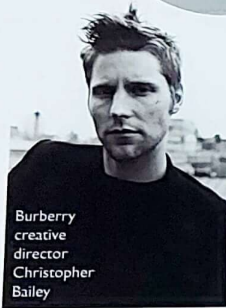
Fashion Fusion

The Lion City roars once again with its yearly spectacle of fashion as industry heavyweights fly in to lend star power and a dash of flash to the Singapore Fashion Festival 04. MEGA was in the middle of the action

FASHION ROCKS!
BEST OF SINGAPORE DESIGNERS/LABELS



Goodie bags for Fashion Fest guests



Burberry creative director Christopher Bailey

It was a hot and humid day when we landed in Singapore last April for four days of the tail-end of the Lion City's thrust in promoting itself as the fashion and retail hub of the region. Made possible by the Singapore Tourism Board (STB) and presented by Mercedes-Benz, the Singapore Fashion Festival, now in its fourth year, kicked off on April 2 with high-powered fashion namedroppers. Burberry's creative director Christopher Bailey, and *In Conversation* host and one of the UK's most authoritative fashion commentators, Colin McDowell, opened the 17-day event, while *Glamour UK Designer of the Year* (2003) and Karl Lagerfeld protégé, Julien Macdonald, capped it off with a runway romp of his Autumn/Winter collection and an honorary award.

Singapore's fashion industry has grown leaps and bounds in the last few years, thanks to its government's aggressive promotional projects—prior to the Fashion Festival, the STB was endorsing the Great Singapore Sale (which ran from May 28-July 25).

"The Singapore Fashion Festival isn't just about high fashion and elitism," said Festival organizer Tjin Lee. "It's also about shopping, having fun and making fashion accessible to everyone—that's why we've taken fashion to the streets this year." And he means this literally: On the final night, the main tent was torn down to allow passersby to witness the grand finale of Singapore designers and labels.

In a salute to world-class fashion events like New York Fashion Week, where shows are held in the Tent at Bryant Park, the feature events of this year's Festival were held in the Tent@Orchard Road, in Ngee Ann City's Civic Plaza. In its bid to bring fashion to the masses, public fashion shows and special exhibits were also held inside and outside of shopping malls along Orchard Road.

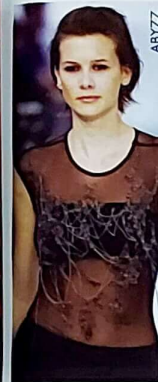


A glimpse of the SFF line-up of activities



Chic lounge area overlooking the runway

AUGUST 2004



ABYZZ



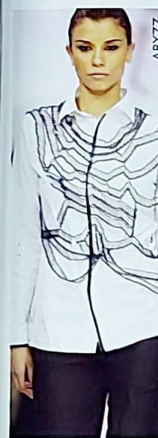
JAY QUEK



JAY QUEK

Feathers

It was the call of the wild as feathers took off as a fun alternative to fur



ABYZZ



ANNOYINGLY ENORMOUS



JAY QUEK

Optic Nerve

Oh baybee! Bold geometric designs were out to shock and catch the eye



ANGELNIN



ANNOYINGLY ENORMOUS



CELIA LOE

Dress Over Pants

Layering wasn't just limited to tops as skirts and dresses over pants doubled up on style as well

AUGUST 2004

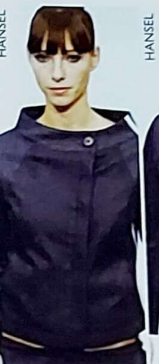
Face Frame.

It was all about the face as hoods, piping and necklines put the mug at front and center



JAY QUEK

HANSEL



HANSEL



Fashion Rocks!

Best Of Singapore Designers/Labels

At the grand-finale show, a strong showing of local fashion names made the festival even more uniquely Singapore. These were the five strongest trends



ANGELNIN



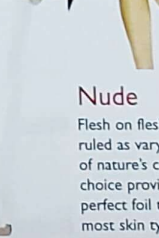
ANNOYINGLY ENORMOUS



GG'S



MEGA



MIZU



Nude

Flesh on flesh still ruled as varying shades of nature's color of choice provided the perfect foil to flatter most skin types

Spanish Fly

alliance came to an end when differences with mentor Nino Cerruti sent the young designer walking a few days after a crowd-pleasing fall/winter show.

Enter the Spanish leather house

Loewe, owned by the French conglomerate LVMH (which also owns Christian Dior, Givenchy and Louis Vuitton). Rodriguez is all set to dust off the 150-year-old brand name through a new ready-to-wear line with street-chic international appeal. On top of that, Rodriguez has also been commissioned to design a line for the Italian manufacturing company Aeffe (which also produces Moschino, Alberta Ferretti, Jean Paul Gaultier and Rifat Ozbek) under his own label, and another for Goldin-Feldman in New York for furs.

Having just been awarded the Aguja de Oro and the top prize in the Hispanic Designers Fashion Show Gala and Benefit, Rodriguez's mission for Loewe is simple: "Here is this diamond—polish it." With a new emphasis on sheerness, daring fabric mixes and the womanly curve, he describes this first collection as "built for speed." Rodriguez chose to concentrate on the modern woman whose wardrobe has to work from day to night, across continents and time zones. Calling it "Transzonal Dressing," his focus is to facilitate the clothing's movement and in doing so, make a woman look more beautiful. Rodriguez takes into account the needs of the traveling woman who is aware of her roots and her history, yet is multicultural and international. The traditional Loewe expertise is also put into play with matching shoes and bags in a variety of skins: ostrich, python, suede, and alligator.

Expectations are high for the designer's first Loewe collection for Fall 1998, which debuted last spring in Paris. The fashion world is sitting back to find out if Narciso Rodriguez can do for the leather giant what John Galliano, Alexander McQueen and Marc Jacobs are doing for Dior, Givenchy and Vuitton, respectively. Only time will tell, but if his personal mission of polishing the diamond that is Loewe is to be believed, prepare to be blinded. —KE

The new Loewe boutique will soon open at 6750 Ayala Avenue, Makati City.

IF YOU'VE HEARD OF JOHN F. Kennedy, Jr. and his much-publicized wedding to blond sophisticate Carolyn Bessette, chances are you've heard of Narciso Rodriguez. The designer of her simple yet phenomenal wedding dress caused a worldwide frenzy that had women all over the globe knocking it off for their own trips down the aisle. The 36-year-old wonder-boy of Cuban descent, then Cerruti's artistic director, became the hottest commodity on the runways overnight. His style—clean, softly tailored pieces in sparse, elegant shapes—garnered him a famous loyal following, including Kate Moss, Naomi Campbell and, of course, Carolyn Bessette Kennedy.

After getting his fashion feet wet at the Parson's School of Design in New York, Rodriguez landed his first job at Anne Klein with Donna Karan. He later moved to Calvin Klein and did its coat collection (Klein had been impressed with Rodriguez's skill while still at school). Then fate stepped in: He became good friends with the future Mrs. Kennedy, who was then part of CK's public relations team. A

couple of years later, he got his big break when Carolyn commissioned him to design a dress for her wedding to the world's most sought-after bachelor.

After showing his first two collections for the Cerruti Arte line in 1996, the response was so positive that two dozen stores worldwide picked up his designs. With his distinct soft, streamlined pieces in filmy and luxurious fabrics, Rodriguez wowed the fashion bigwigs and became part of the new breed of designers

Narciso Rodriguez minutes before his first Loewe show

Flanked by supermodels Chandra North and Carolyn Murphy

Final instructions

Chandra strikes a pose in a Loewe original

Success! Post-show excitement backstage