



WOW Pilipinas

A recurrent series of articles about the Philippines and its people, places, events and heritage — presented by the **Filipino American Association of Greater Columbia, SC**



PHILIPPINE FASHION TOURISM?

Young Filipino Creative Talents Can Make Your Fashion Fantasy Come True

by **Faye Colley**

There's no secret about us Filipinos being naturally fashionable. In fact, in the Philippines, we dress-up for no occasion at all. You walk into any mall and you will find people from all walks of life wearing the latest trends. There's also no secret that Filipinos are very creative.

During my recent 2014 trip to the Philippines, I had the honor of meeting a few of the young talents in the Philippine fashion industry that makes me prouder to be *Pinoy*. We often feature places to see in the Philippines in our newsletter and website, why not people to see? Sure, we have heard of medical tourism, but why not fashion tourism? This article is a quick glimpse on Philippines' fashion pride — some of the "*Who's Who*" in photography, styling, make-up, clothes and shoe design.



AHLEKS FUSILERO

Photographer

A UP—Diliman Fine Arts (Visual Communication & Design) graduate, Alexis "Ahleks" Fusilero is one of the most sought young photographers in Manila. His pictures transform the ordinary into extraordinary.

He has photographed a range of subjects, such as food, cosmetic products, shoes, hotels, spas, salons, RTW, fashion models, celebrities, beauty queens and designer clothes. Many of his shots are found on big billboards along EDSA and other advertising media. Some ABS-CBN *Teleserye* billboards that feature his work are *Mirabella*, *Kailangan Ko'y Ikaw* and *Junior Master Chef Pinoy*. His other clients include BNY Jeans & Crissa Jeans, Manels Shoes & Mendrez Shoes, Artista Salon, Technopack and Serye Restaurant.

Fanny Serrano and Dave Ocampo are among the well-known Filipino fashion designers he has worked with. Beauty queens that he has made even more glamorous on

various covers include 2013 *Miss World* Megan Young, 2013 *Miss Supranational* Mutya Datul, 2012 *Miss Universe* 1st runner-up Janine Tugonon, 2011 *Miss Universe* 3rd runner-up Shamcey Supsup, and 2010 *Miss Universe* 4th runner-up Venus Raj. His work has graced publications such as *FDAP* (Fashion Designers Association of the Philippines) *Magazine* and *Island Weddings Magazine*. Top celebrities he has worked with include Anne Curtis and Piolo Pascual, as well as young stars Julia Barretto and Enrique Gil. Philippine top models Marina Benipayo and Manuela Basilio are among those he has worked with too.

He has truly made a mark in the Philippine fashion industry. But don't let the celebrity names scare you out of reaching-out to this creative genius. Ahleks is a very down-to-earth individual who works with ordinary people like me. So, next time you visit the Philippines, consider having a photo shoot with one of the Philippines' top photographers. You may contact Ahleks via *Instagram*: @ahleks4u; *email*: ahleks4u@yahoo.com; *mobile*: +63-919-614-5452; or *Facebook*:

<http://www.facebook.com/ahleks.fusilero.photography>



TEN FRANCO

Make-up Artist

Ten Franco is a free-lance hair & make-up artist. Don't be fooled by her natural beauty. She hardly wears make-up but when she puts make-up on, whether on herself or on a client, expect it to

be stunning. Ten caters to clients for pre-nuptial shoots,

weddings, high-fashion photo shoots, advertising campaigns and fashion shows. She has worked on models for designers Fanny Serrano and Vince Sityar's collections. Her craft is seen also on designer John Ablaza's *Couture & Culture Show 2014 Toronto, Canada* ads, as well as on models for advertising campaigns for companies such as Artista Salon, Watson's, and The Sulo Riviera Residences.

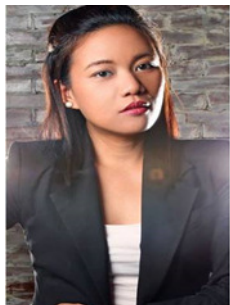
Ten Franco's make-up style is not about "changing" one's look but it is about "enhancing" one's natural beauty. She studies the client's features and highlights and

TEN FRANCO

contours with make-up as appropriate. Among a few famous people whose beauty she has enhanced are 2011 *Miss Universe* 3rd runner-up Shamcey Supsup, 2010 *Miss Universe* 4th runner-up Venus Raj, and 2009 *Binibining Pilipinas-Universe* Bianca Manalo. Yours truly also had the opportunity to look my best on my own photo shoot. I

can personally attest to how light Ten's hands are and how she makes the make-up experience even more enjoyable with her gift of gab. Go ahead and give her a call for your next special event in the Philippines. You may reach Ten via *Facebook*:

<http://www.facebook.com/makeupbytenfranco>



YVONNE CAMAY

Stylist

A Fashion Institute of the Philippines (FIP) graduate, Yvonne Camay works for PGM (Pauline G. Macapagal) Fashion.

Before my good friend from UST High School, Pauline Macapagal, moved to Virginia in late 2013, she established a styl-

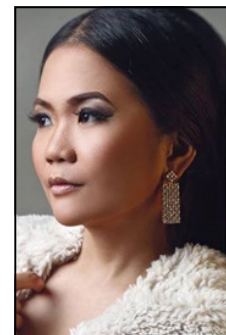
ing career with top Philippine companies, models, and celebrities. She left with a mark by being a top contender on the reality show *MEGA Fashion Crew*. Her legacy in the Philippines is continued by stylist Yvonne Camay and associate stylist Jay Marvin Villamin.

Among their clients are Watsons, Logic Jeans, The Philippines Magazine, Artista Salon, and The Sulo Riviera Residences. They do fashion workshops and high-fashion styling for *Island Weddings Magazine* and *Pilipinas Men's Fashion Week Designers' campaigns*. They do styling for

models on the runway for shows such as *Philippine Fashion Week Designer Shows*.

However, PGM Fashion is not only about high fashion styling. PGM Fashion also styles different people for different occasions. They do brands, product endorsements, TV guestings, and TV shows styling as well as portfolio, pre-debut and pre-nuptial photo shoots. Among their most recent pre-nuptial photo shoots include 2011 *Miss Universe* 3rd runner-up Shamcey Supsup and Lloyd Lee.

PGM Fashion also styled me for my Filipiniana-themed photo shoot. Next time you need professional styling help, consider contacting PGM Fashion at cellphone number 703-475-0656 (USA) or 0918-572-0386 (Philippines) and on *Viber* at 0927-302-2427 (USA & Philippines), or at yvonnecamay@gmail.com.



Pauline G. Macapagal
PGM Fashion Head Stylist

MARK DELA PEÑA

Designer

Young designer Mark Dela Peña (MDP) graduated from the FIP (Fashion Institute of the Philippines) and is currently teaching various fashion-related classes there. Mark creates classy and classic pieces for both men and women. His artistry transcends to jackets, swimwear, cocktail dresses, wedding dresses, and sweaters.

Mark's work has been featured in the *Pilipinas Men's Fashion Week Designers Show*, June 2014 *Mega Man Magazine*, 2014 *Fashion Lab Magazine Cambodia*, May 2014 *Look Magazine*, and May 2014 *Garage Magazine*. Mark creates both high fashion and fashionable yet wearable outfits. He has recently created the "Chasing Monsters" Collection. His men's jackets are worn by Philippine celebrities like Matt Evans of ABS-CBN Teleserye *Pure Love*, Mark Herras, Elmo Magalona, Aljur Abrenica



and Alden Richards of GMA Sunday All-Stars. Filipina actress Alice Dixon has also worn MDP on ABC 5's show *More Than Words* and so has Ford Super Model of the World Danika Magpantay on *Fashion Lab Magazine*.

Mark is a natural at what he does and he has the ability to materialize a client's concept. Mark created my

Filipiniana-Ballerina outfit which I will be wearing at the 2014 FAAGC Gala in October. If you want a designer that will truly understand your personal style and needs as well as a designer that knows how to flatter your body, then you need to check-out MDP. Reach him via mobile number 0927-438-7421 and via email at mark-delapena@fipmakati.com or through *Facebook*: <http://www.facebook.com/redmarkdelapena>

NERE KU

Shoe Designer

Nere Ku is a graduate of Saint Louis University in Baguio. He is the set designer for ABS-CBN's top show *ASAP* and is also the boldest Filipino shoe designer that I

know. He has recently been invited to be part of Dubai's *Registry of Top 100 Designers*. His work is featured in fashion shows both locally and internationally. His shoes will soon be on the *Mercedes Fashion Week* in New York. Dubai-based Filipino fashion designer Michael Cinco (who has worked with international models Naomi Camp-

NERE KU

bell and Tyra Banks) often features his work on the runway.

Many Filipino celebrities, models, and beauty queens have worn NEREKU shoes for various fashion shoots, events and campaigns. Among a few of those beauty queens are 2013 *Miss World* Megan Young, 2010 *Miss Universe* 4th runner-up Venus Raj and 1979 *Miss International* Melanie Marquez. Filipino fashion designers Fanny Serrano and Dave Ocampo are among those who use his shoes for their collections' campaigns. A recent publication that featured his work is July 2014 *Sense & Style* Magazine. Nere has designed wedding shoes for Philippine fashion icon Ms. Tessa Prieto and for 2011 *Miss Universe* 3rd runner-up Shamcey Supsup and her groom Lloyd Lee. Nere also has regular clients in LA.

Nere has very eclectic designs but he truly listens to his clients' needs. He is able to deliver the right levels of sophistication, sassiness, funkiness or boldness that any of his clients demand. Although Nere specializes in high-fashion, custom-made shoes, he has ventured in ready-to-wear (RTW) shoes. Some stores in the Philippines carry his carefully crafted designs, specifically the *Nerissa Collection*.

If you're like me and dare to have height and be fashion forward with shoes, Nere Ku is your shoe guy. Contact him at mobile number 0917-500-6373 or message him via Facebook: <http://www.facebook.com/NEREKU>



Now there's no secret as to who can make your fashion fantasy come true. These young artistic individuals made mine happen just this summer of 2014. Yours can become a reality too.

Travel to the Philippines not just to see places. Travel also to celebrate and experience the creativity of our young Filipino talents. Don't just talk about, appreciate or look at Philippine art. Love, live and wear art through Philippine Fashion!

