

## **Nine brands celebrate PHL’s creative culture in Maison & Objet Paris**



Nine premier home and fashion brands are set to demonstrate the Philippines’ creative heritage in the upcoming Maison et Objet Paris on September 8 – 12, featuring a diverse collection of design and lifestyle products inspired by the vibrant sceneries and picturesque landscape of the country’s 7,641 islands.

Maison & Objet Paris is the premier French trade fair for interior design held biannually on January and September. Held in alongside the Paris Design Week, the five-day event is one of the three most important European events for interior design.

With the theme ‘Common Ground,’ nine brands will feature products that are fragments of the Philippine creative culture—a manifestation the country’s unrelenting ardor for craftsmanship, a repertoire of modern influences, and an evolving style sense.

“The DesignPHILIPPINES Pavilion will be an appreciation of the country’s rich culture and creative influences using panoramic juxtapositions of product and landscapes,” said CITEM Executive Director Clayton Tugonon.

Nine Philippine brands featured in Maison & Objet are:

### 1. Agsam Fashion Fern Accesories



With expertise from a 40-year-old weaving tradition, Agsam creates beautifully handwoven fashion accessories to showcase the ingenuity and craftsmanship of the indigenous women in the mountains of Surigao del Sur, Philippines. Thus, providing a sustainable livelihood for these women.

The *agsam* plant material is collected, washed and cut into strips by Surigao del Sur tribespeople. They will then deliver the *agsam* material to the group of indigenous women, who shall begin its skillful and precise weaving to produce beautifully handcrafted fashion pieces.



## 2. Beatriz



Beatriz presents a vibrant abstraction of the tropical theme with a capsule series of casual cuffs and clutch bags. Exotic tropical flora and fauna is evoked through the collection's vivid spectrum that includes bright yellow, tangerine, mysterious purple, indigo, and aqua. The scenography of the tropical forests is expressed through the vivid colors and geometric shapes.

## 3. Catalina Embroideries



Catalina creates elegant and stylish decór, perfect for your home. They care deeply about the environment; only natural materials found in the Philippines, such as shell, coco, rattan, and the like are used to make their products. Each item is carefully made by hand by their skilled craftsmen. Every product is perfectly hand-loomed, with only the best quality in mind.

#### 4. Megabijoux



Megabijoux animates its architecture-inspired concept with rigorous silhouettes softened with the tonal warmth and textures of local wood, metal and shells. The brand mines Cebu's artisanal heritage in realizing a highly technical concept that requires precision and deft handcraft methods.

#### 5. Kitsilver Jewellery



Kit Silver is a proudly Filipino brand with more than 30 years of experience in gold, silver, and brass, combining the traditional art of jewelry-making with up to date designs from local and international designers. The brand has meticulously designed for those of discerning taste and choice, both in the Philippines and in the rest of the world. Proud of its roots, Kit Silver also uses a lot of local materials to promote its heritage.



## 6. Weave Manila



Weavemanila Inc. is a manufacturer and specialist in abaca hand-woven carpet and rugs. The company is strong in custom made rugs for both residential, commercial and hospitality needs. They offer varieties of natural color dyes and a wide range of products: thick woven area rugs for light to medium traffic areas to flat woven wall to wall carpeting for heavy traffic areas.

## 7. Finali Furniture and Home Accessories



In this highly competitive market, Finali guarantees a dynamic range of products and services that is significantly beneficial to both established and amateur customers alike. Its product line ensures success of business endeavors ranging from start-up entrepreneur to a huge hotelier portfolio.

## 8. Eva Marie Arts and Craft



Eva Marie Arts and Craft revolutionizes the use of sleeping mats to a wide variety of *Mabaysay* products using hand weaving techniques that have been passed on from generation to generation.

For its intricate design and colors, their product earned its name *Mabaysay*, which means beautiful in for the Warays in the Philippine Visayan region. The company provides exemplary handwoven products crafted by the local artisans in Basey, Samar using raw materials such as wild-grown Tikog grass and Buri. Their *Mabaysay* products directly supports the livelihood and the rehabilitation of local communities affected by typhoon Haiyan.

## 9. Nature's Legacy



Nature's Legacy's beautiful and responsible products please the senses, provoke conscientious thought, and perhaps more significantly, deliver on a promise that ethical consumers can leave the world a little better for being here. With a myriad of applications that run from occasional furniture, home and fashion accessories, outdoor and garden, and architecture, interior design and packaging. Their products own patents and copyrights in the USA, Europe, and China.

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Find out more about these brands on Maison et Objet Paris 2017 in the DesignPHILIPPINES Pavilion, located at the H190, Hall 7 - scènes d'intérieur of the Parc des Expositions, Paris-Nord Villepinte.