Press Release: Business/Lifestyle

**Seven Philippine Fashion Brands to Present at Premiere Classe Paris**

**MANILA, Philippines; July 2019 –** Seven notable and well-loved Filipino fashion accessory and ready-to-wear brands are heading to Paris to participate in the Premiere Classe fashion trade show happening on September 27 to 30, 2019.

Held annually since 1989 and happening in the midst of Paris Fashion Week, Premiere Classe showcases fashion design and accessories by brands and designers from all over the world. The event registers over 10,000 visitors each year including buyers and media editors over the course of four days. It is an international platform for fashion accessory designers to present their products in categories that include jewelry, footwear, bags, leather goods and ready-to-wear items.

Organized by the Department of Trade and Industry’s Center for International Trade Expositions and Missions (DTI-CITEM), whose mission includes promoting Filipino brands and talents to be recognized internationally, the Philippines will be proudly represented at Premiere Classe this year by noteworthy local brands. Aranáz, Beatriz Accessories, Mele + Marie, Joanique, and Zacarias 1925 will be presenting their bags and accessories; Merriam Batara for jewelry; and Filip + Inna’s ready-to-wear line completes the roster.

First on the Philippine delegation lineup is Aranáz, which was founded by Becky, Amina and Rosanna Aranaz in 1999. Aranáz has enjoyed a steady local following over the years and continues to gain popularity internationally. The brand’s handmade bags have perfected that signature balance of polished and artisanal while bringing to the spotlight the use of indigenous materials like abaca, raffia, and wicker.

Beatriz Accessories, led by founder and chief designer Carissa Cruz Evangelista, offers a more luxurious take on handcrafted bags with clutches made with vibrant color combinations and eye-catching graphic details. This is true for Mele + Marie’s elegant purses, as well. Created by the husband-and-wife team of Melecio and Rosemarie Oamil, the brand’s bags boast refined artistry through the use of iridescent abalone shells and lightweight acrylic.

Founded by designer Malou Romero in 2011, Joanique creates contemporary bags and accessories with a cultural reference. Its Maskara collection of minaudières mimic the intricate designs and carvings of the masks featured in the Masskara Festival in the southern city of Bacolod. Zacarias 1925, on the other hand, references architecture, art, and even cinema in its progressive designs. Designer Rita Nazareno cleverly mixes materials like leather and shaped rattan to add even more personality to her pieces.

Jewelry designer Merriam Batara hails from a family with a background in crafting fine jewelry and hand-beaded accessories. Her work emphasizes the immense detail and precision of hand beading, as seen in her collection of shoulder-grazing earrings.

Finally, Lenora Cabili’s clothing label Filip + Inna applies to each garment age-old and traditional techniques of weaving and embroidery and incorporates these into more current silhouettes.

Each brand brings its own distinct style to the table to highlight local materials, styles, and craftsmanship that further define fashion’s visual codes in this day and age.

*For more information on the event, as well as other projects, visit citem.gov.ph.*

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