



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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Latest Global Trends for home and fashion at Manila FAME March 2012

Manila FAME reveals the latest global trends this season: **Paradiso, Tribal Fusion** and **Stone Age**. These trends will reflect the products to be featured in the March 2012 edition of Manila FAME, Asia's second longest-running trade show and the country's premier trade event for furniture and furnishings, holiday and gifts, and fashion.

"Featuring the latest trends at Manila FAME is an affirmation that we are definitely the trendsetting design hub in Asia. We witnessed the outstanding result of the Trend Stores last October so we will continue this in March," said Rosvi Gaetos, Executive Director of the Center for International Trade Expositions and Missions (CITEM), the export promotions arm of the Department of Trade and Industry.

Slated on 14-17 March 2012 at the SMX Convention Center, Manila FAME is the flagship project of CITEM, and has been instrumental in the development of the Philippine home and fashion lifestyle industries since it was launched in 1983. It is the only event in the country approved by the Union des Foires Internationales (UFI), a Paris-based association of trade fair organizers.

"Manila FAME March 2012 also continues its collaboration with other event brands- Manila Now, CEBUNEXT, BIJOUX Cebu- to give buyers diverse products in a more convenient sourcing venue," Gaetos added.

Australian Merchandise experts Michael Cleghorn and US Merchandise specialist Linda Simpson conceptualized the Trend Stores. CITEM tapped the two international specialists to assist Filipino exporters and manufacturers in creating market- and export-ready products that are attuned to the needs of the market.

"The brilliant colors found on the shores of the Mediterranean inspire this signature collection, Paradiso. Painting our palette are resident bougainvillea, sunflowers, striped espadrilles, and Sicilian hand painted tiles. Boldly checkered rattan and painted metal bistro sets and basketry prevail along with boldly painted tableware modeling fish and flower illustrations. Folkloric embroidery taken from French peasant blouses finds its way on to fashion accessories, table linen, and pillows," said Simpson.

On the other hand, Tribal Fusion is motivated by appreciation for the beauty of native tribal weaving from all sides of the globe which is continuing to take the stage on the fashion runways and in the home.

"Honoring nature, our history and concern for the environment is at the forefront of our thoughts today. Tribal Fusion's signature patterns also take their cue from tribal weaving as well as from animal life. Global appreciation for mementos from the past also plays a role in this concept translating into looks involving repurposing, recycling or reinventing clothing, jewelry, furniture and lighting. The uniquely handcrafted products in this collection satisfy today's consumer's need to express their individuality," added Simpson.

Gray is steadfastly becoming the new black in the signature collection, Stone Age. All shades of gray are blanketing home furnishings, giftware and fashion while other colors stippling into our palette are peridot, amethyst, and aquamarine. "This sophisticated color story is calming, transitional and safe during these stormy economic times. Texture plays a major role in this thematic vision mirroring reptiles, refracted crystals, granite, and woven natural material. A more minimalist approach to home design and fashion is addressed here," said Simpson.

Manila FAME is gearing up for a bigger and more exciting show for its 55th edition this March through expanding design-driven merchandise and introducing new export-ready companies.

For more information on Manila FAME, please visit www.manilafame.com or email communication@citem.com.ph.

Patterns inspired by Tribal Fusion



Lightworks fiberglass vases with shades of gray- Stone Age Inspired



Anastacio's incised ceramic vases inspired by Stone Age Trend



Wood Pattern for Stone Age Trend



Espadrille stripes – Paradiso Pattern



Placemat inspired by Paradiso color trends



Lamps inspired by Paradiso Trend

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