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SPRING/SUMMER 2025

Manila International Fashion Week

The Manila International Fashion Week (MIFW) is an annual fashion event held in Manila, Philippines. It serves as a platform for both local and international designers to showcase their latest collections and creations. The event typically features runway shows, presentations, and various activities related to fashion and style.

Here are some key aspects of the Manila International Fashion Week:

Showcasing Local and International Talent:

MIFW provides a platform for Filipino designers to showcase their designs alongside international designers. This exchange of creative ideas helps in promoting the Philippine fashion industry globally.

Fashion Trends and Innovation:

The event is known for highlighting the latest trends and innovations in the fashion world. It brings together fashion influencers, industry professionals, media, and fashion enthusiasts to witness and appreciate the evolving landscape of style.

Promoting Filipino Fashion:

MIFW contributes to the promotion and recognition of Filipino fashion on a global scale. It allows local designers to gain exposure and recognition, both nationally and internationally.

Networking and Industry Collaboration:

The event facilitates networking opportunities for designers, models, fashion photographers, and other professionals in the fashion industry. It often includes forums, seminars, and other activities that encourage collaboration and knowledge exchange.







Videos

MIFW Official Page

VIDEOS



MIFW 2024 Highlights

a week ago · 3.6K views

👍👍 Larry Asistin, Alexander Heinen and 50 others



Manila International Fashion Week's Video

a week ago · 952 views

👍 Hannah Alrein Lee



Style, Elegance, Confidence! ✨ Here's a recap of the gorgeous Judy Gao...

3 weeks ago · 458 views

👍👍 2



MIFW 2024 on Net25

4 weeks ago · 5K views

👍👍 You, John Guarnes, Roselie Tolentino San



MIFW 2024 SPONSORS/PARTNERS

6 weeks ago · 3K views

👍👍 Alexander Heinen, Renato Tranquilino and



MIFW The Model Search 2024

8 weeks ago · 3.2K views

👍👍 You, Alexander Heinen, Sheralene Shirata



EMOTHION X APPC GRAND LAUNCHING

8 weeks ago · 3.1K views



MIFW The Model Search Grand Casting

11 weeks ago · 6.3K views

👍👍 You, Larry Asistin, Mia Resurreccion and

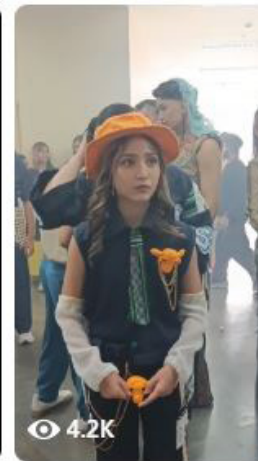
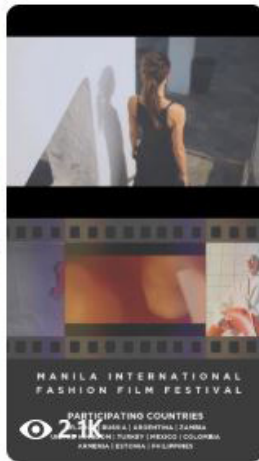
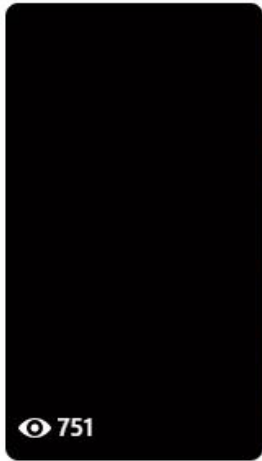


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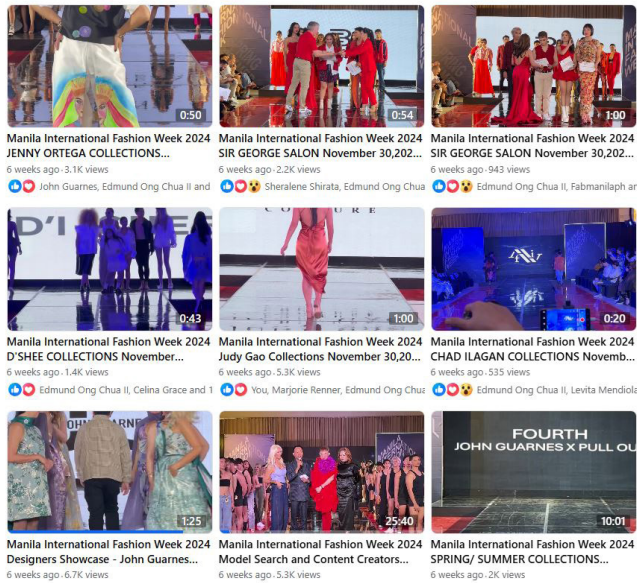
MIFW Official Page

Reels

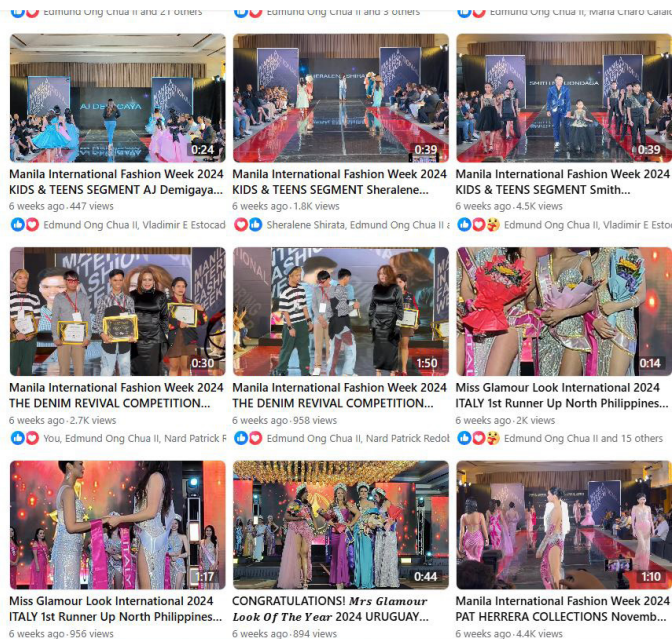


LOCAL PRESS/MEDIA

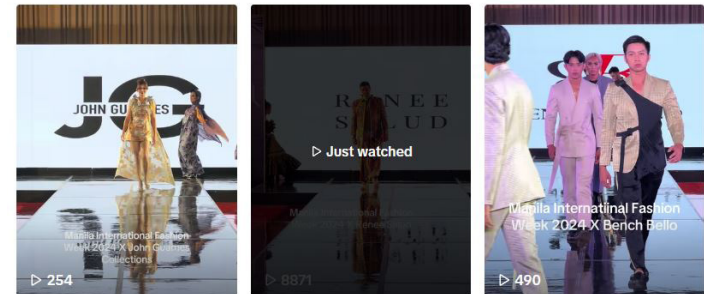
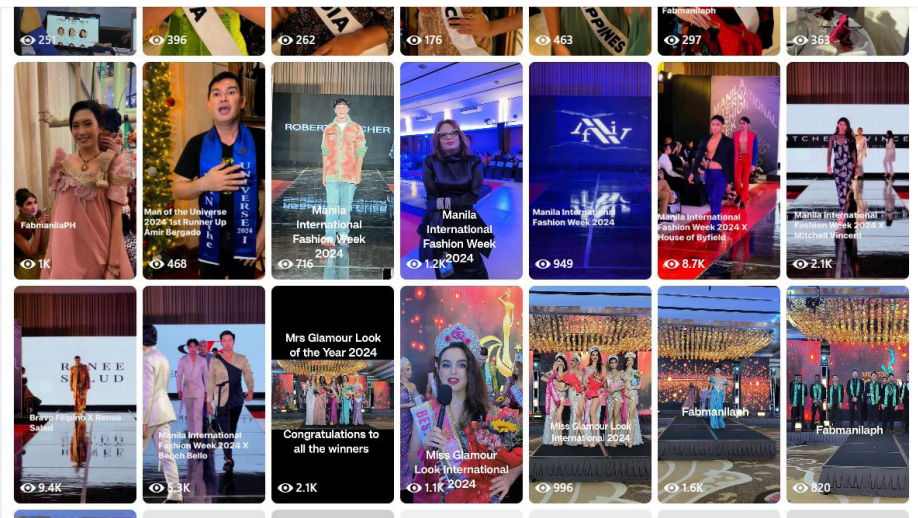
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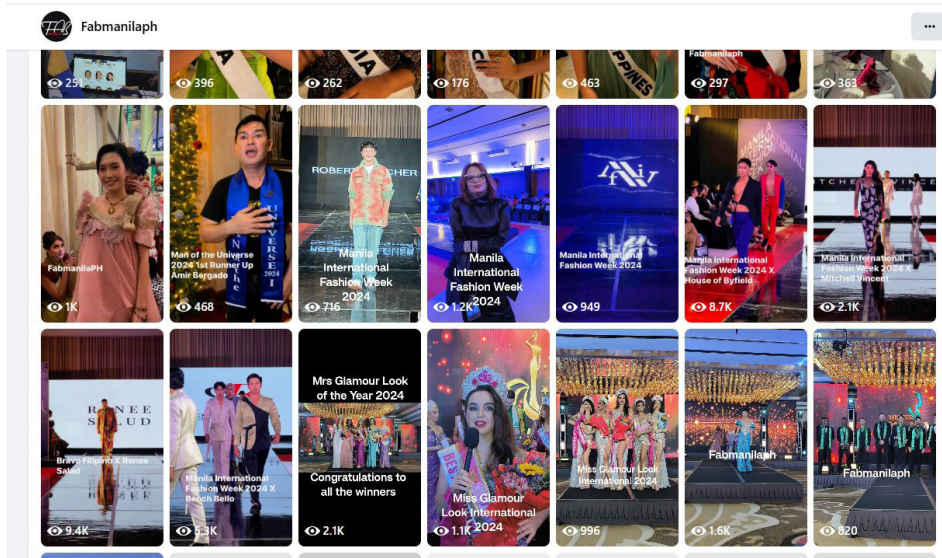


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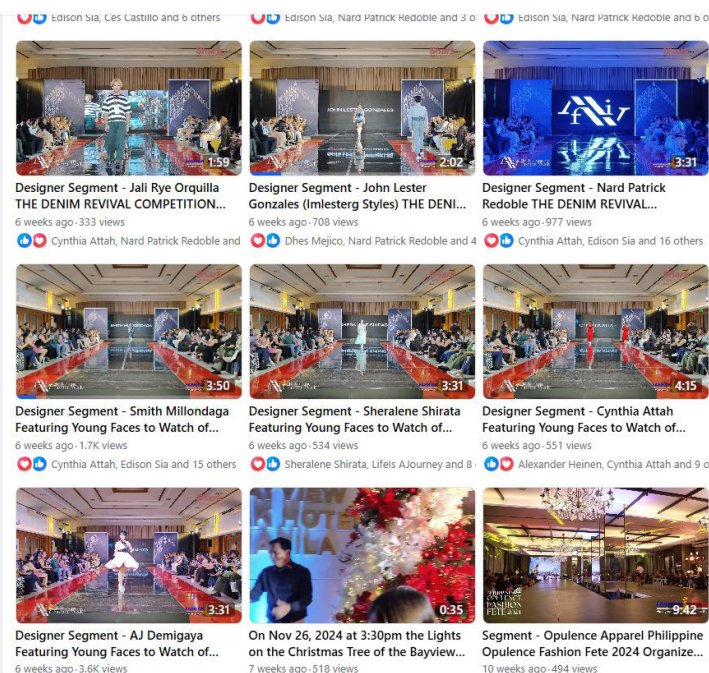


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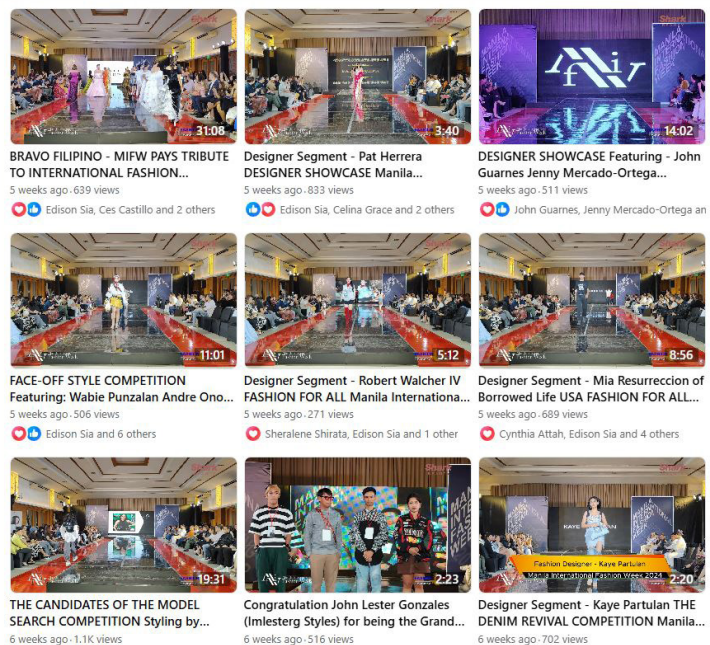




Fashion Media

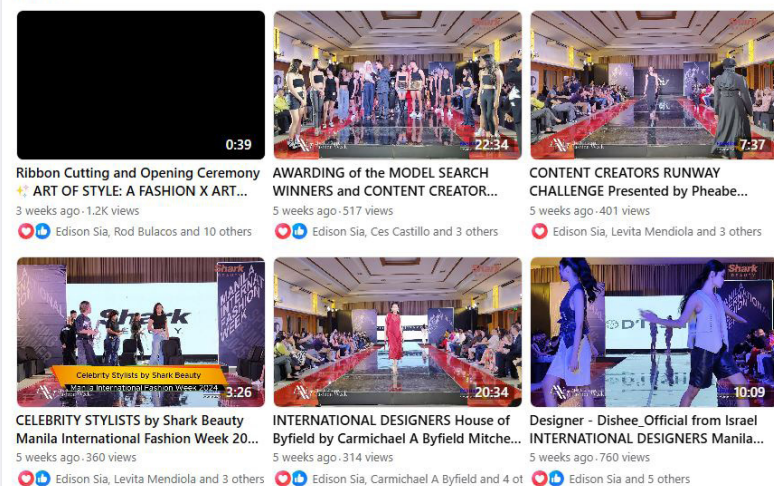


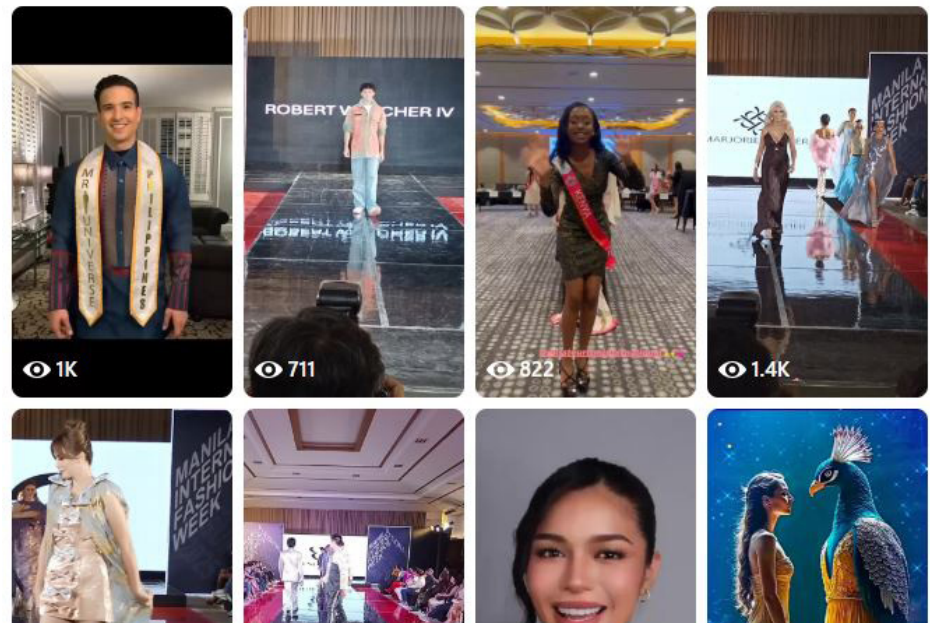
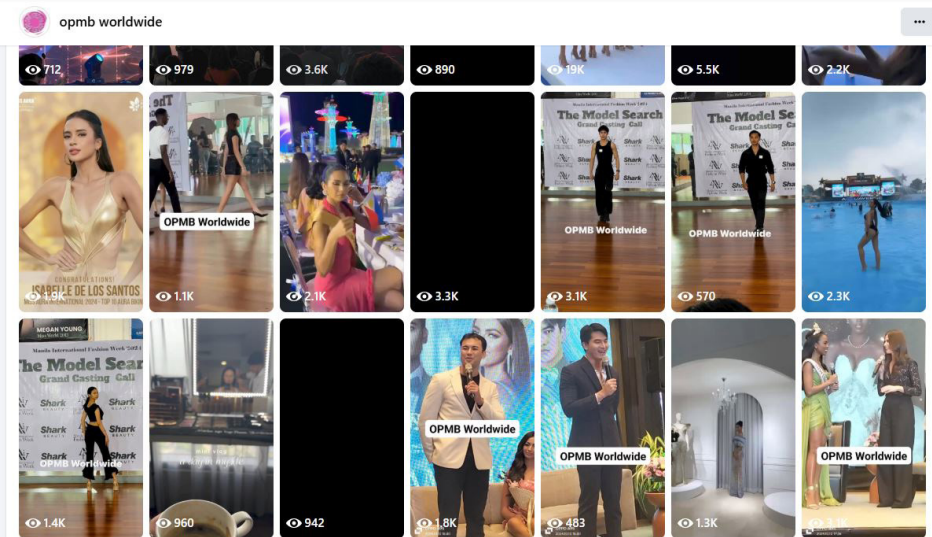
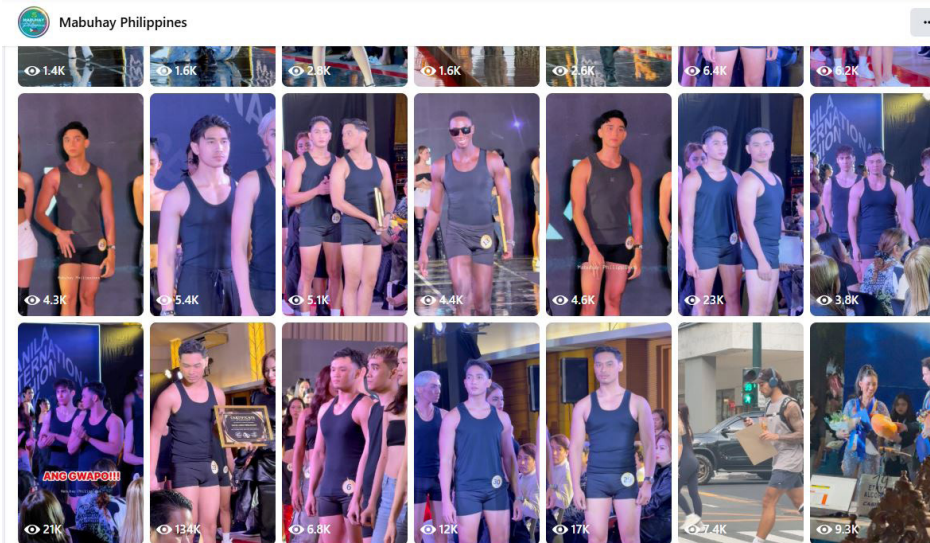
Fashion Media

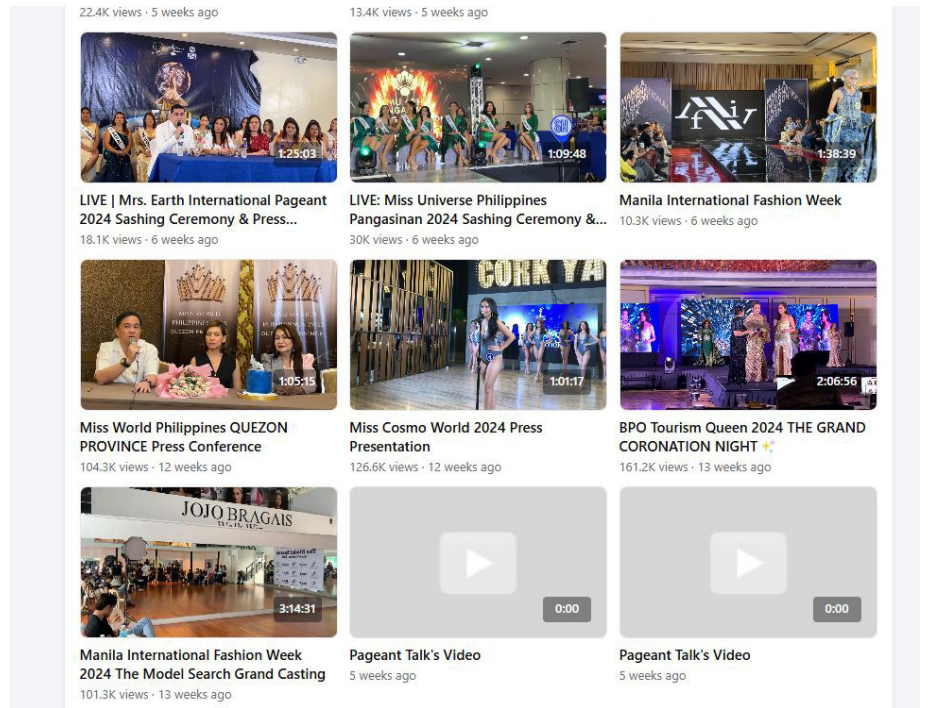
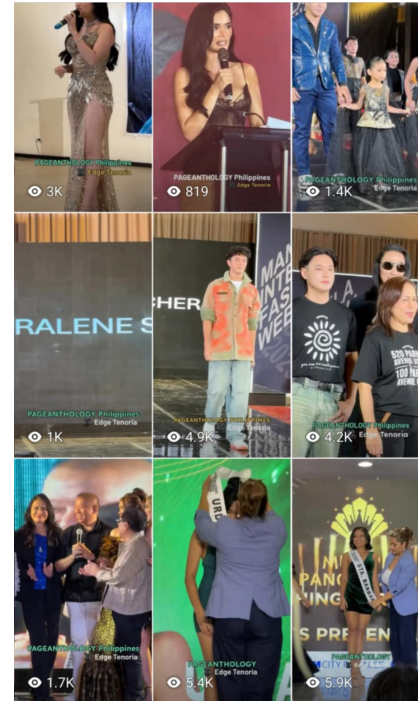
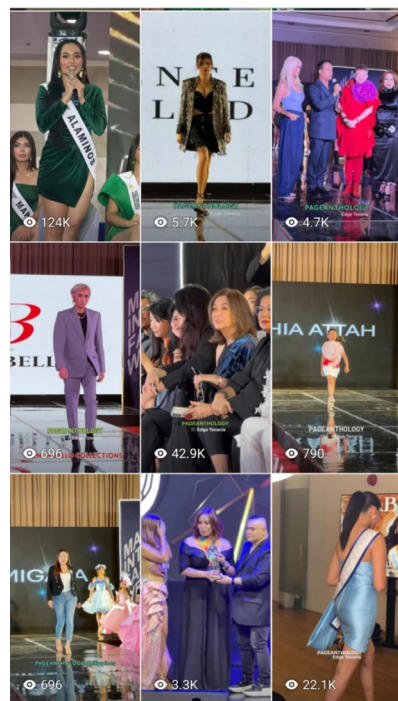
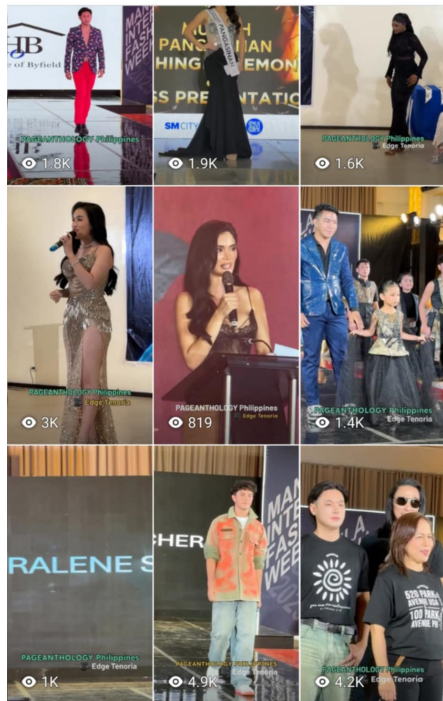
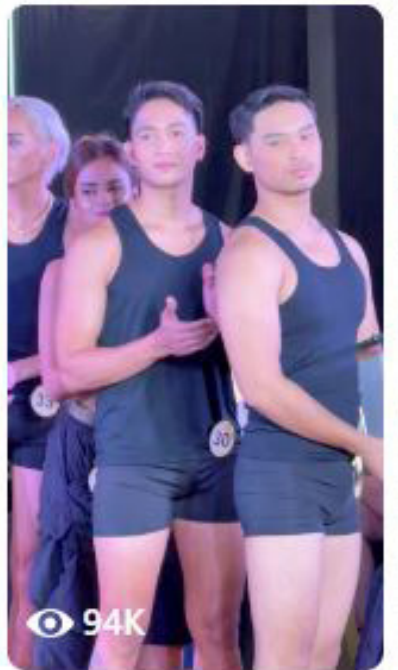


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Manila International Fashion Week

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The Pageants

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147

Miss Universe Pangasinan 2025 Sashing Ceremony & Press Presentation

6 weeks ago · 163.4K views
Pageant Talk and 1.6K others



Manila International Fashion Week #pageanttalk...

6 weeks ago · 21K views
Larry Asistin, Marjorie Renner and 342 others

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67



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6 weeks ago · 101.1K views
3.9K



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6 weeks ago · 21.4K views
31



STRASUC Culture and Arts Festival King & Queen 2024 FINAL QUESTION &...

6 weeks ago · 3K views
2

The Pageants



Official Sashing Ceremony for 2024 Mrs. Earth International Pageant...

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8



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Sheralene Shirata and 9 others



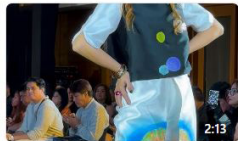
Manila International Fashion Week Styled by: Shark Beauty #pageanttalk...

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DESIGNER: MIA RESURRECCION Manila International Fashion Week Styled by...

6 weeks ago · 1.5K views
9



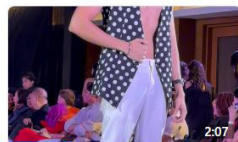
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6 weeks ago · 1.4K views
Anton Eder and 3 others



Manila International Fashion Week Stiled by: Shark Beauty #pageanttalk...

6 weeks ago · 1.4K views
5



DESIGNER: HOUSE OF BAYFIELD Manila International Fashion Week...

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Anton Eder and 14 others



Miss Universe Pangasinan 2025 Sashing Ceremony & Press Presentation

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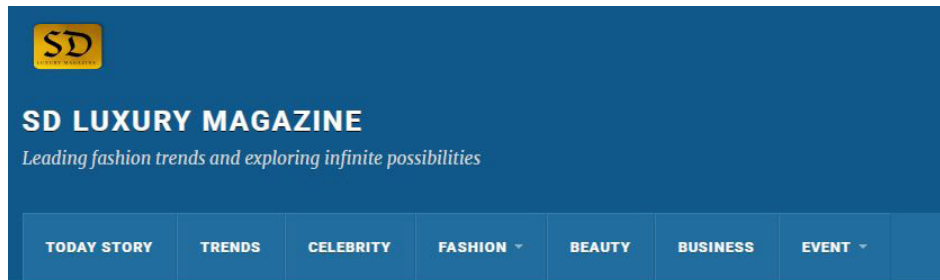
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17



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FASHION

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<https://sdluxurymagazine.com/2025/01/14/local-and-international-designers-shine-at-manila-international-fashion-week-2024>

The Denim Revival: Upcycling Excellence

Four aspiring designers competed in The Denim Revival, an upcycling competition celebrating the art of transforming denim into stunning, sustainable fashion statements.



About Shark FlexStyle:

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INTERNATIONAL PRESS/MEDIA

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GLAMOUR AND DIVERSITY AT MANILA INTERNATIONAL FASHION WEEK 2024



On November 30, 2024, the Manila International Fashion Week (MIFW) lit up the Blue Leaf Pavilion in McKinley, Taguig, captivating audiences with an extraordinary display of local and international design talent. The event celebrated fashion, culture, and innovation on a grand scale.

Renee Salud: Star of the Evening

Filipino fashion icon Renee Salud stole the show with his signature blend of traditional craftsmanship and modern aesthetics. Once again, he proved why he remains a global ambassador for Philippine fashion.

Esteemed Guests and Partnerships

The event attracted industry leaders like Gabb Parungao, Country Manager of SharkNinja, and Bea Taino, Head of Marketing at ConcepStore.ph, highlighting the synergy between the fashion industry and forward-thinking brands.



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New Zealand's support was evident through the presence of dignitaries like Ambassador Dr. Catherine McIntosh and David Pennycook, Second Secretary.

Former beauty queens, including Melanie Marquez (Miss International 1979) and Desiree Verdadero Abesamis (Miss Universe 3rd Runner-Up 1984), along with elite figures like Cielo Ortega-Reboredo from Okada Manila, also graced the event.

Shark Beauty in the Spotlight

As the event's major sponsor, Shark Beauty showcased its commitment to creative industries. With its innovative Shark FlexStyle, the brand emphasized its focus on empowering artistry and personal expression through cutting-edge styling tools.

Runway Highlights: A Celebration of Creativity

The runway became a platform for cultural exchange, featuring diverse collections:

Judy Gao and Mitchell Vincent from New Zealand presented fresh takes on classic designs.

Israel's D'Shee impressed with forward-thinking sophistication.

<https://www.magazinewasplace.eu/fashion-week>





Local and International Designers Shine at Manila International Fashion Week

The Manila International Fashion Week 2024 captivated audiences with a spectacular showcase of local and international design brilliance. Held on November 30, 2024, at the elegant Blue Leaf Pavilion in McKinley, Taguig, the event became a grand celebration of style, culture, and innovation. Veteran fashion designer and renowned Philippine Ambassador for Fashion, Renee Salud, was

one of the evening's highlights. With his signature style that marries Filipino craftsmanship and modern aesthetics, Salud left the audience in awe, proving once again why he remains an icon in the global fashion scene. The event was graced by notable figures, including Mr. Gabi Parungao, Country Manager of Shark-Nina, and Ms. Bea Tano, Head of Marketing for ConceptStore.ph

Wardrobe and Pattern Creation of Bench Bello

Their presence underscored the significance of partnerships between the fashion industry and forward-thinking brands. To support the New Zealand designers, esteemed dignitaries graced the event, including Her Excellency Dr. Catherine McIntosh, New Zealand Ambassador to the Philippines, along with Reverend Paul McIntosh and Mr. David Penrynyock, Second Secretary.



Spotted at MFW Event to support Renee Salud were: Former beauty queens: Crieda "Dang" Cecillo - Bb. Pilipinas Universe 1979, Melane Marquez - a Filipino actress and beauty queen who won Miss International 1979, Denise Verdadero Abesamis - Bb. Pilipinas-Universe 1984 and Miss Universe 3rd Runner Up 1984. Philippine's circle of elite women were also present at the event.



Renee Salud (center)

including former beauty queen Jesse Morales and Cielo Ortega-Reboredo - Vice President of Sales and Marketing, Hospitality and Entertainment at Okada Manila. **Shark Beauty** takes Center Stage As the major presenter of the night, Shark Beauty showcased its commitment to empowering creative industries. By aligning with an event of this caliber, Shark Beauty emphasized its dedication to innovation, style, and supporting artistry in all its forms. Designers from around the world shared the runway, presenting collections that celebrated diversity and ingenuity. Filipino designers show with pieces inspired by

traditional elements, while international creatives brought fresh perspectives, making this year's event a dynamic platform for cultural exchange. Designers from New Zealand, Judy Gao and Mitchell Vincent, wowed the audience with their modern takes on classic silhouettes. -DI-Shee, a brand from Israel, delivered sophisticated and forward-thinking designs. "The House of Byfield from the Netherlands brought a bold European flair to the runway. Esteemed local designers such as Bench Bello, John Guarnes, Jenny Mercado-Ortega and Pat Herrera showcased innovative



John Guarnes



(Designer) Bench Bello



(Designer) Bench Bello

Continued...

creations that bridged tradition and modernity. -Marjorie Renner, a Filipino designer based in the USA, returned to her roots with a collection that resonated deeply with the audience. -Ma Resurreccion, combines style and purpose, raising awareness and support for people with disabilities. Her advocacy was beautifully embodied in her collaboration with Gerry Gorzalo, her signature model and a living testament to resilience. Once hailed as the King of the Runway in the 1980s, Gerry's career was tragically interrupted by an accident that left him blind. Now, he returns to the spotlight, inspiring audiences with his strength and determination. The successful staging of MFW 2024 not only highlighted Manila's potential as a global fashion hub but also reaffirmed the role of fashion in bridging cultures and inspiring future generations.

With Renee Salud and an impressive roster of designers leading the charge, the event solidified its reputation as a must-attend celebration of creativity and innovation. The kids and Teens segment shone brightly with designs by AJ Demagaya, Smith-Milondaga, Cynthia Attah, and Sherlene Shwata, celebrating youthful creativity and innovation. The event also featured the thrilling Modeling Competition, where Maurice Paton and Mykela Oliveira emerged victorious, embodying the confidence and charisma of the next generation of fashion icons. Jesse Zou and Desire Kouassa both received the International Model of the Season award. Four wearing designers competed in The Denim Revival, an upcycling competition celebrating the art of transforming denim into stunning, sustainable fashion statements.

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(Designer) Bench Bello



(Designer) Bench Bello



(Designer) Bench Bello



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MANILA INTERNATIONAL FASHION WEEK

Local and International Designers Shine at Manila International Fashion Week 2024



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Veteran fashion designer and renowned Philippine Ambassador for Fashion, Renee Sakud, was one of the evening's highlights. With his signature style that marries Filipino craftsmanship and modern aesthetics, Sakud left the audience in awe, proving once again why he remains an icon in the global fashion scene. The event was graced by notable figures, including Mr. Gabi Parungao, Country Manager of Shark-Nina, and Ms. Bea Tano, Head of Marketing for ConcepsStore.ph.

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<https://gobatchelor.com/blogs/fashion-style/manila-international-fashion-week>

A showcase of inclusivity, sustainability, and creativity



The Manila International Fashion Week 2024 features the work of esteemed designers all over the world

ON SATURDAY, the Manila International Fashion Week (MIFW) 2024 took place at the Blue Leaf Pavilion in McKinley Hill, and it was a stunning display of both local and international design.

The highly anticipated fashion event reinforced the Philippines' position as a global fashion hub and was graced by Miss International 1979 Marlene Marquez, 18th Miss Universe 1979 Criselda Capillo, beauty queen and philanthropist Jessie Madres, and Miss Universe 1984 third runner-up Desiree Velazquez-Alvarado.

MIFW 2024 featured an esteemed lineup of designers from across the globe, led by world-renowned Ranece Salud, Philippines' Ambassador for Fashion, who unveiled a stunning

collection that celebrated Filipino heritage. Designers Judy Gao and Mitchell Vincent from New Zealand impressed with their modern takes on classic silhouettes; while The House of Hyfield from the Netherlands brought a bold European flair to the runway.

Highly respected local designers John Cuarnes, Bencho Bello, Jerry Morondo-Ortega, and Pat Herrera brought to the runway innovative creations that bridged tradition and modernity. US-based Marjorie Romar returned to her roots with a collection that resonated deeply with the audience, while D'Shane, a brand from Israel, delivered sophisticated and forward-thinking designs.

MIFW 2024 also launched Mia

Resurrection's T-shirt collection, which combines style and purpose, raising awareness and support for people with disabilities, in collaboration with the signature model Gerry Gonzalo, the '80s King of the Runway, whose career was interrupted by a tragic accident that left him blind. MIFW 2024, which was styled by Shark FlexStyle, also featured a Modeling Competition, topped by Marcus Parzon and Mykadea Oliverio.

Who will be named 2024's 'Most Beautiful Woman of all Continents'?

The Philippines' Alyssa Marie Redondo competes in the 52nd Miss Intercontinental 2024 against more than



Beauty queen Alyssa Marie Redondo is set to compete at the 52nd Miss Intercontinental 2024

Pageant Concept Eton Concepcion

sixty delegates from around the world, with the finals to be held tomorrow (Saturday) at Lal Avenue in Shams El Sheikh, Egypt. Miss Intercontinental 2023 Chetanlin Chotjirawaratch will crown her successor.

The 24-year-old Redondo, a model and licensed vocational nurse, was born in Santa Rosa, Laguna, but grew up in California, USA, where her family migrated. A former Miss Philippines-USA 2022, Redondo supported fundraising events in the USA for the benefit of victims of natural calamities in the Philippines. Muteya ng Pilipinas President and National Director Cory Quirino takes pride in sending Redondo.

Redondo, who aims to reclaim the title last won by compatriot Cindy Obeñita in 2021, is expected to face strong competition from heavy contenders, including Puerto Rico's Maria Caporo, Venezuela's Georgianna Gabriela Musrie Efeña, Vietnam's Bui Khanh Linh, Germany's Corina Weil, and Thailand's Araballa Stanan Gregory.



<https://manilastandard.net/showbitz/314532391/a-showcase-of-inclusivity-sustainability-and-creativity.html>

Published on: 06 Dec 2024, 22:51

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The New Zealand Embassy Manila welcomed 10 Kiwi designers for the Asia New Zealand Foundation's Young Business Leaders Initiative (YBLI) Fashion Hui, held from 24 to 31 November. The program fostered cultural exchange and collaboration between New Zealand and the Philippines.

The designers began their journey with a courtesy call at the Embassy, where they explored opportunities for collaboration and cultural ties. A waiata performed by Embassy staff highlighted the strong cultural connection between the two nations.



Ambassador Catherine McIntosh hosted a dinner reception at the New Zealand Official Residence on 27 November, bringing together the Kiwi designers and Filipino YBLI alumni to celebrate shared insights and creative excellence.

The week-long immersion culminated on 30 November at Manila International Fashion Week, where the Kiwi designers showcased their innovative creations and engaged with Filipino counterparts, underscoring the unifying power of fashion.



Photos courtesy of the New Zealand Embassy Manila, allencabs

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Kiwi designers bring innovation to Manila fashion scene

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<https://tribune.net.ph/2024/12/06/kiwi-designers-bring-innovation-to-manila-fashion-scene>

World, Education,

Manila International Fashion Week 2024: Celebrating Global Style and Meaningful Advocacy

By **RENE KHAN**
04-12-2024 • 16 Views • Manila, Philippines

Font size 8 9 10



The highly anticipated Manila International Fashion Week 2024 concluded with resounding success on November 30, 2024, at the prestigious Blue Leaf Pavilion McKinley Hill. Styled by Shark Beauty, the event was a dazzling showcase of international and local design talent, captivating audiences with its innovative presentation and inspiring advocacies.



Modeling Competition Champions

The event also featured the thrilling Modeling Competition, where Marcus Parcon and Mykaela Oliverio emerged victorious, embodying the confidence and charisma of the next generation of fashion icons.



The Denim Revival: Upcycling Excellence

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Spotted at MIFW Event to support Renee Salud were: Former beauty queens: Criselda "Dang" Cecilio - Pilipinas Universe 1979, Melanie Marquez - a Filipino actress and beauty queen who won Miss International 1979, Desiree Verdadero Abesamis - Bb. Pilipinas-Universe 1984 and Miss Universe 3rd Runner Up 1984.



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Renowned Designers Take Center Stage

Manila International Fashion Week 2024 featured a stellar lineup of designers from across the globe:

Renee Salud, the Philippines' Ambassador for Fashion, unveiled a stunning collection that celebrated Filipino heritage.

Designers from New Zealand, Judy Gao and Mitchell Vincent, wowed the audience with their modern takes on classic silhouettes.

D'Shee, a brand from Israel, delivered sophisticated and forward-thinking designs. The House of Byfield from the Netherlands brought a bold European flair to the runway.

Marjorie Renner, a Filipino designer based in the USA, returned to her roots with a collection that resonated deeply with the audience.



Advocacy in Action: Mia Resurreccion's Inspiring T-Shirt Collection

One of the most heartfelt moments of Manila International Fashion Week 2024 was the debut of Mia Resurreccion's T-shirt collection, a line dedicated to her advocacy for individuals with disabilities and real people. This collection served as a powerful reminder that fashion can be a force for inclusivity and empowerment.



Mia Resurreccion's designs combine style and purpose, raising awareness and support for people with disabilities. Her advocacy was beautifully embodied in her collaboration with Gerry Gonzalo, her signature model and a living testament to resilience. Once hailed as the King of the Runway in the 1980s, Gerry's career was tragically interrupted by an accident that left him blind. Now, he returns to the spotlight, inspiring audiences with his strength and determination.

Spotlight on Young Talents

The Kids and Teens segment shone brightly with designs by AJ Demigaya, Smith Milliondaga, Cynthia Aitah, and Sheralene Shirata, celebrating youthful creativity and innovation.

We were welcomed with a beautiful waiata from the embassy staff, who generously shared invaluable insights into Filipino culture, business, and traditions. Later in the week, we enjoyed an elegant dinner hosted by Ambassador Catherine McIntosh at her residence, where I had the chance to connect with other alumni of the Foundation's Young Business Leaders Initiative, expand my network, and enjoy some karaoke at the end of the evening.



Dresses by delegates Mitchell Vincent (left) and Judy Gao (centre) at Manila International Fashion Week alongside a traditional Filipino outfit one of the designers got to wear during a visit to the Cultural Centre of the Philippines

The week concluded with Manila International Fashion Week, an event that brought together the vibrant creativity of the Filipino fashion industry.

I felt immense pride seeing Mitchell Vincent and Judy Gao from our group showcase their collections. Supporting them gave our delegation a shared sense of accomplishment and pride. It was wonderful to see the New Zealand Embassy team in attendance, continuing to show their support.



<https://www.facebook.com/Manilainternationalfashionweek/videos/1288948895922218>

Zou Siyu shines at Manila International Fashion Week: Chinese power on the international stage

Recently, Miss Charity International 2024 Jessie Zou shined at the Manila International Fashion Week. With her outstanding stage presence and highly recognizable personal style, she has become the focus of the fashion industry. The event was sponsored by Shark Beauty, a high-end Korean hairdressing appliance brand, hosted by internationally renowned designer Bench Bello, and directed by the famous Philippine director Larry Asistín. It is one of the most anticipated fashion events in the Asia-Pacific region.

BY ZHUANGZIXIN PUBLISHED: DEC 10, 2024



JESSIE ZOU

Dreamy and spiritual: Marjorie Renner's fairyland works

Zou Siyu made her debut for Los Angeles designer Marjorie Renner's Blue Collection. The collection is designed with themes of fantasy and agility, using a lot of sparkling crystal embroidery, feather details and soft gauze fabrics, which are as crystal clear as dewdrops in the morning light. With her light and elegant steps and calm temperament, Zou Siyu interpreted



Cultural fusion: a unique design that combines China and the Philippines

In the theme show of Sir George Salon, Zou Siyu was not only a model, but also a designer, designing a set of clothes for herself that featured a great blend of cultures. This dress was inspired by the elegant tailoring of Chinese cheongsam and the passionate patterns of traditional Philippine costumes. It used dark red and black as the main colors, combined with hand-embroidery and three-dimensional tailoring, showing a strong visual impact. This design was well received in the show, which not only demonstrated her deep understanding of Eastern and Western cultures, but also allowed her personal design talent to be displayed on the international stage.



Dreamy and spiritual: Marjorie Renner's fairyland works

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JESSIE ZOU



Classical charm: Judy Gao's elegance

In the show of New Zealand couture designer Judy Gao, Zou Siyu once again amazed the audience as the closing model. Judy Gao's works are famous for their simple, elegant and simple design style. Her delicate tailoring and exquisite materials make each piece exude a noble atmosphere. Zou Siyu appeared in a dress in the style of an ancient Greek goddess. The dress is mainly in soft brown tones, with drapery fabrics and exquisite waist pleats, which perfectly shows her goddess-like temperament. With her excellent catwalk and calm aura, Zou Siyu wore this dress with a unique charm that blends classic and modern, allowing the audience to immerse themselves in the artistic beauty of couture.



Crowning with honor: Highlights of Chinese models

With her outstanding performance in the three shows, Zou Siyu won many awards including "Best International Model of the Season" and "Best Sir George Model of the Season", becoming one of the highlights of this fashion week. With her own strength and talent, she not only won the recognition of the international fashion industry, but also set a new benchmark for Chinese models on the global stage.



JESSIE ZOU

<https://www.ellechina.com/fashion/news/a63146852/1733843252/>

WORLD FASHION MEDIA NEWS

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Manila International Fashion Week 2024 A Grand Celebration of Global Fashion and Advocacy



The highly anticipated **Manila International Fashion Week 2024** concluded with resounding success on **November 30, 2024**, at the prestigious **Blue Leaf Pavilion, McKinley Hill**. Styled by **Shark Beauty**, the event was a dazzling showcase of international and local design talent, captivating audiences with its innovative presentations and inspiring advocacies.

The event was graced by esteemed dignitaries, including **Her Excellency Dr. Catherine McIntosh**, New Zealand Ambassador to the Philippines, along with **Reverend Paul McIntosh** and **Mr. David Pennycook**, Second Secretary. Spotted at MIFW Event to support Renee Salud were: Former beauty queens: **Criselda "Dang" Cecilio** - Bb. Pilipinas Universe 1979, **Melanie Marquez** - a Filipino actress and beauty queen who won Miss International 1979, **Desiree Verdadero Abesamis** - Bb. Pilipinas-Universe 1984 and Miss Universe 3rd Runner Up 1984.

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 - Designers from **New Zealand**, **Judy Gao** and **Mitchell Vincent**, wowed the audience with their modern takes on classic silhouettes.
 - **D'Shee**, a brand from Israel, delivered sophisticated and forward-thinking designs.
 - The **House of Byfield** from the Netherlands brought a bold European flair to the runway.
 - Esteemed local designers such as **John Guarnes**, **Bench Bello**, **Jenny Mercado-Ortega** and **Pat Herrera** showcased innovative creations that bridged tradition and modernity.
- Marjorie Renner**, a Filipino designer based in the USA, returned to her roots with a collection that resonated deeply with the audience.



Pakistan in Vogue

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Manila International Fashion Week (MIFW) 2024 lit up the Philippines with a vibrant celebration of style, culture, and innovation. In its fourth season, this highly anticipated event brought the global fashion spotlight to the stunning Blue Leaf Pavilion in McKinley, Taguig, on November 30.

The night was a melting pot of creativity, drawing a diverse crowd of fashion enthusiasts, industry leaders, and cultural icons. From seasoned designers to fresh talents, MIFW 2024 showcased a breathtaking mix of artistry that left the audience inspired and in awe. It was more than just a runway—a celebration of fashion’s power to connect and inspire.

Table Design Exhibition
2024: A Winter
Wonderland of
Creativity and
Innovation

07.01.25 · 0 · 3 MIN · KANZA EEMAAN

VIEW POST

1

What to Expect at the 2025 Met Gala: A Ground-breaking Celebration of Black Style Awaits

21.10.24 · 3 MIN

2

Faraz Manan: A Pakistani Designer's Remarkable Inclusion in the BoF 500 Class of 2024

08.10.24 · 3 MIN

3

Highlights from the Emmy Awards 2024: Key Moments and Winners

18.09.24 · 4 MIN

RENE SANGRE

MANILA INTERNATIONAL FASHION WEEK

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to show their unwavering support for Salud and the event.

Bridging Fashion and Industry Leaders

MIFW 2024 wasn’t just about fashion—it was a meeting ground for industries and cultures. The presence of leaders like SharkNinja’s Country Manager, Mr. Gabb Parungao, and ConcepStore.ph’s Head of Marketing, Ms. Bea Taino, showed how collaboration between creative industries and innovative brands can advance fashion.

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industry.

Supporting New Talent

Youthful energy and creativity took center stage in the Kids and Teens segment, a platform that MIFW 2024 provided for budding designers. AJ Demigaya, Smith Milliondaga, Cynthia Attah, and

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Sustainability in Focus: The Denim Revival



MIFW 2024 emphasized the importance of sustainability with The Denim Revival, a competition that challenged designers to upcycle denim into high-fashion pieces. This celebration of eco-conscious design demonstrated how fashion can merge creativity with responsibility, inspiring audiences to rethink how materials can be reused and transformed. It's a call to action for a more sustainable

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
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A Testament to Manila's Fashion Potential



Directed by Bench Bello and Larry Asistin, MIFW 2024 seamlessly blended culture, style, and innovation. The event brought together an incredible mix of local and international designers, solidifying Manila's reputation as a rising global fashion hub. It wasn't just about fashion—connecting cultures, sharing ideas, and building a sense of community through creativity.

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Shark Beauty: Redefining Style



As the event's major presenter, Shark Beauty highlighted the connection between fashion and personal expression. Their cutting-edge Shark FlexStyle, a versatile tool for all hair types, embodied the innovation and creativity celebrated throughout the night. By aligning with MIFW, Shark Beauty underscored its dedication to empowering artistry and individuality, setting a new standard for personal expression in the fashion industry.

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
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Spotlight on Young Talents

The Kids and Teens segment shone brightly with designs by **AJ Demigaya**, **Smith Milliondaga**, **Cynthia Attah**, and **Sheralene Shirata**, celebrating youthful creativity and innovation.

Modeling Competition Champions

The event also featured the thrilling **Modeling Competition**, where **Marcus Parcon** and **Mykaela Oliverio** emerged victorious, embodying the confidence and charisma of the next generation of fashion icons.

The Denim Revival: Upcycling Excellence

Four aspiring designers competed in **The Denim Revival**, an upcycling competition celebrating the art of transforming denim into stunning, sustainable fashion statements.

The event was headed by Bench Bello and directed by Larry Asistin.

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For more details, follow Manila International Fashion Week on social media or visit

www.manilainternationalfashionweek.com



<https://www.worldfashionmedianewsmagazine.com/manila-international-fashion-week-2024.html>



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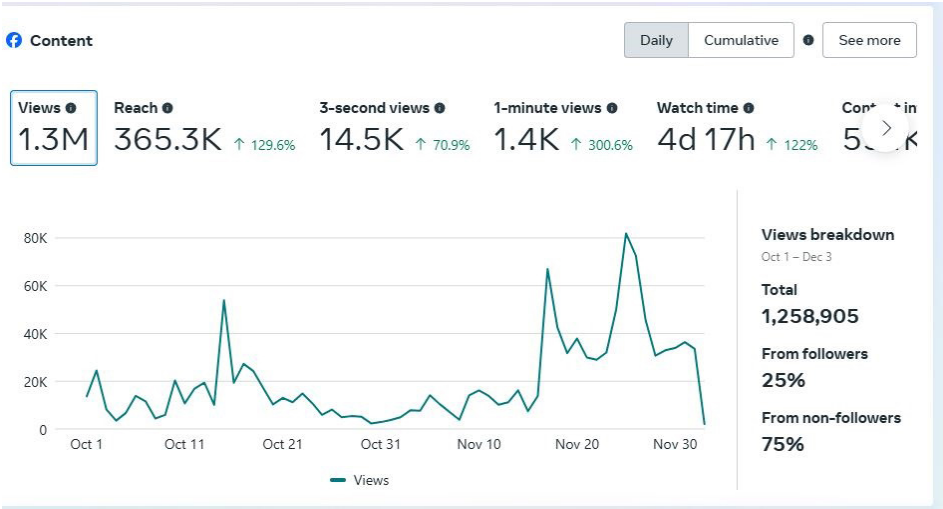


GANAP Magazine - January 2025

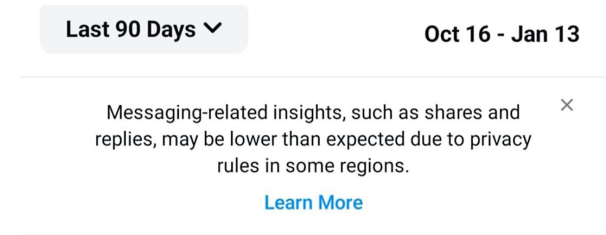
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MANILA INTERNATIONAL FASHION WEEK FACEBOOK PAGE



MANILA INTERNATIONAL FASHION WEEK INSTAGRAM



196,089

Views

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Accounts reached

19,168
+51.8%

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FAB Manila	96963
THE PAGEANTS	660800
OPMB Worldwide	9516
PAGEANTHOLOGY	70482
THE PAGEANT TALK	111600
FASHION MEDIA	19640
TJ Multimedia Ph	1538
SASHEN PHILIPPINES	1445
MIFW	22510
Eventologie	11,600.00
Rampa Pinas	4,420.00
TOTAL VIEWS AS OF JAN 15, 2025	1,279,614.00

ALMOST 3M Views on Facebook
Youtube, Tiktok and Instagram not yet included

PUBLICATION LINKS:

World Fashion Media News <https://www.worldfashionmedianewsmagazine.com/manila-international-fashion-week-2024.html>

D Fashion Magazine <https://www.dfashionmagazine.com/article-detail.php?id=1485>

Manila Standard <https://manilastandard.net/showbitz/314532391/a-showcase-of-inclusivity-sustainability-and-creativity.html>

Daily Tribune <https://tribune.net.ph/2024/12/06/kiwi-designers-bring-innovation-to-manila-fashion-scene?>

Batchelor Magazine <https://gobatchelor.com/blogs/fashion-style/manila-international-fashion-week>

Magazin EWA'S PLACE <https://www.magazinewasplace.eu/fashion-week?>

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SD Luxury Magazine <https://sdluxurymagazine.com/2025/01/14/local-and-international-designers-shine-at-manila-international-fashion-week-2024>

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