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Mabuhay.Land

Right on the streets where we live.

Wear Love.
Share Hope.
A Kinder Tomorrow.

Hetu

(CAM3)
The Clothes Horse

Wear Love.
Help Mercy Abound!

Governor
of All the
Apparel Merch!

Our
Shared
Human
Heart

MABUHAY
MERCH
for a Kinder
Tomorrow

GOOD
PEOPLE
LOOK
GOOD
TOGETHER

Kindness
Looks
Good
On You

People First
Product Second
Love Always

A
Small Bag
A Big Heart
A World of
Mercy.

THEIR STORY

Hetu takes their name from the Sanskrit word for cause, reason, or motive. Their guiding WHY? To help mercy abound.

What we wear, adorn ourselves with, and keep safe as keepsakes can express our inner WHYs and Personal Dignity — without even saying a word. These things tell stories about who we are, what we cherish, and why it matters.

As Governor of All the Apparel Merch for Mabuhay.Land, Hetu keeps finding new ways for us all to express our WHYs and Dignity well through clothing, adornment, and treasured keepsakes.

They help the love song of Our Shared Human Heart find expression — right on the streets where we live.

THEIR GIFT

Helping inner purpose find outward expression.

THEIR SUPERPOWER

New ways to express our WHYs and Personal Dignity well.

THEIR WISDOM

“Express what you hold dear — without even saying a word.”

THEIR MISSION

To express who we are with dignity, kindness, and care.

PLUSH CONCEPT



FRONT



SIDE



BACK



DETAILS

- Soft, huggable plush
- Signature hat with pin
- Embroidered jacket and tote bag
- Removable shirt, scarf, and hat (pretend)
- Open, welcoming arms
- A reminder: Wear Love. Help Mercy Abound. ♥

People First. Product Second. Helpful Presence Always.

CHARACTER CONCEPT