

## Philippine Lifestyle and Gift Designs shine at NY NOW Trade Show

Written by Administrator

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**New York Consul General Mario L. de Leon, Jr. visits the Lifestyle Philippines booths exhibiting various gifts products at the NY NOW trade show at the Jacob Javits Center in Manhattan (upper left photo): (2nd from right) Ms. Leah Pulido-Ocampo -CITEM organizers, (lower left) Ms. Mary Mediatrix Villanueva - Shelmed Cottage Treasures, (center photo) Mr. Billy Dogillo and Ms. Christine Jeanjaquet - Craft Mill, Inc. and (lower right) Mr. Angelo Cadungog and Mr. Rolando Salazar - Finali Furniture & Home Accessories. (Photos by Wendell Gaa)**

New York Consul General Mario L. de Leon, Jr., accompanied by Trade Representative Katrina Banzon, visited the booths of 12 Philippine-based companies exhibiting their lifestyle designs and products at the NY NOW trade show held at the Jacob Javits Convention Center in Manhattan from Aug. 20 to 24, 2016.

Held twice a year, NY NOW is a leading market show for buyers of home and lifestyle products, and new and trending products in specialty retail.

It chiefly features three collections: Home, Lifestyle and Handmade.

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Organized under CITEM's Lifestyle Philippines, the 12 participating companies were: home designers CSM Philippines, Arden Classic, Inc., Nature's Legacy, Finali Furniture & Home Accessories, Craft Mill, Inc., and Shelmed Cottage Treasures; fashion designers Beatriz/Bella Trading, Crystal Seas, Megabijoux, Inc., Agsam Fashion Fern, and Orient Meadow; and holiday/gifts designer Stella Polare Manila.

Lifestyle Philippines is a collective of creative enterprises representing the best of Philippine home and fashion sectors and creating versatile yet highly artisanal products that are attuned to contemporary living.

Their products on display made use of indigenous materials such as abaca (Manila hemp), bamboo, raffia, coconut husk, rattan, mother of pearl, and fine bone china.

The Lifestyle Philippines booths also featured a tapestry of crafted narratives from the 7,107 islands of the country, and a colorful selection of products that convey a shared passion for craftsmanship and reflect the rich and vibrant culture and history of the Philippines.

A number of U.S. mainstream and Fil-Am media outlets covered the NY NOW trade show and the Philippine Pavilion such as The Oprah Magazine, Hearst Design Group, Cottages & Gardens, Lifestyled.net, MSNBC, House and Home Magazine, Traditional Home, Interior Design, Style Edit, Asian Journal, Fox News Channel, HFN, and Meredith Corp.