

Filipino designer launches T-shirt at Bloomingdale's

Written by Special to the Filipino Reporter
Friday, 01 April 2011 22:08



At Bloomingdale's in New York, Robin Tomas, left, is shown holding a design for Supima. (Photo by Giulia Piccari)

Filipino designer Robin Tomas' winning t-shirt design for Supima was introduced to the fashion market on March 19 at the Bloomingdale's flagship store in Manhattan in time for the Spring season.

The Tomas for Supima t-shirt, a short sleeve v-neck tee in dual layers of soft luxurious Supima cotton now on sale in a Navy and Grey colorway, was the best selling item on the floor on its initial day of sales, according to Bloomingdale's.

Supima, which stands for Superior Pima cotton is considered the "cashmere of cotton" and is widely used by luxury brands all over the world.

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As its inspiration, Supima looked to the legendary Wool Secretariat competition that launched the careers of the then teenage designers Yves St. Laurent and Karl Lagerfeld.

Tomas is a top graduate of Parsons School of Design in New York.

He is currently presenting his next collection of women's cocktail separates under his own label "TOMAS" for Fall 2011 in New York.

The special edition TOMAS for Supima t-shirt is now available at Bloomingdale's 59th Street flagship in its Supima Collection shop.

Tomas, son of renowned Filipino actress/comedian Tessie Tomas, dove into the fashion scene as an intern in Valentino and Anna Sui.

He soon found himself garnering success as a menswear designer for J. Crew, Gap and Tommy Hilfiger.

He later embarked in women's wear.

With the cosmopolitan woman in mind, and the expertise of strong lines and detail work for men, Tomas builds on his penchant for "refined yet wearable art" and launched his own label, TOMAS.

TOMAS speaks to every determined, worldly woman — effortlessly chic and strikingly unapologetic for her confidence.

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Luxury meets wearability.

Visit www.robintomas.com or www.supima.com or e-mail info@robintomas.com for more information.



Robin Tomas with well-wishers. □ (Photo by Giulia Piccari)