

# PRESS RELEASE

## *Philippine Embassy, Canberra*

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### **Philippine Heritage Month Showcases Creative Social Enterprises**



*The Philippine Embassy in Australia held the exhibit, "Philippine Heritage: Fashion, Textiles and Accessories" on 25 and 26 May 2018 in Canberra. Among the Filipino brands presented is Lumago, a social enterprise that employs artisans to handcraft and design upcycled jewelry in the Philippines. The designs are made from assorted recycled paper, pull tabs and scrap leather.*

CANBERRA, Australia (26 May 2018) – In celebration of Philippine Heritage Month, three (3) Filipino social entrepreneurs, Mr. Francis Sollano, Ms. Sheila Lamayo and Ms. Joy Anya Lim, visited Canberra to represent Filipino brands that embrace Filipino craftsmanship and promote indigenous materials.

Filipino products created by Lumago, Romoza, W&C Crafts, Ditta Sandico and Anthill Gallery were presented during a two-day exhibit on Philippine Heritage: Fashion, Textiles and Accessories on 25 and 26 May 2018. Their products range from socially and eco-friendly jewelry, and contemporary fashion incorporating Philippine weaving traditions to hand-crafted homewares celebrating iconic Filipino symbols. The social entrepreneurs had an opportunity to engage with Australian government officials, members of the diplomatic corps, the Filipino community and the general public and present their business models that support social development, environmental sustainability and community building.

Philippine Ambassador to Australia, H.E. Minda Calaguian-Cruz said, *"These social entrepreneurs are especially laudable because they provide sustainable livelihood to local communities, from the T'boli tribe in South Cotabato, to the Ibaloi tribe of Cordillera and the Maranao tribe of Bukidnon, among others."*

Through this showcase of fashion, textiles and accessories, the Philippine Embassy in Australia hopes to encourage our micro, small and medium size enterprises to create globally-competitive products and services that are inspired by their unique Filipino heritage.

This celebration was made possible by Cebu Pacific Air, the Department of Tourism of the Philippines and Austal. END