

## **Panasonic Manila Fashion Festival Season 12: A Fashion Reboot**

Despite the pandemic, Manila Fashion Festival (MFF) must step forward in continuing its mission to be a platform for outstanding creative talents in the Fashion Industry. We had to pause for a while, and now we are ready for a reset. The reboot that MFF have decided this season is for the betterment of everyone in the industry.

In adherence to strict health guidance set by our government, MFF will not be what it was in 2019, with Fashion editors, influencers and fashion enthusiasts making time to attend and be seated in the front row of the venue. MFF will be showcasing the designer's collections now via streaming in our new home [mff-official.com](http://mff-official.com).

MFF will also prioritize the safety of everyone. We will follow the protocol guidelines for production shoots set by IATF

Manila Fashion Festival has now been taken over by [GO Lifestyle Group](#) as the new organizer starting this season. [AC Design Yard](#), together with [JCA Productions](#) are appointed as the production companies to make sure Manila Fashion Festival achieves its goals and visions for the industry. [Panasonic Philippines](#) remains to continue their support for the event as our naming sponsor. Panasonic has been supporting the Manila Fashion Festival since 2018. It has been part of the MFF in producing high quality runway videos and photos using Panasonic Lumix bringing out the beauty and runway confidence of our models by using Panasonic Beauty Products.

[Stylem](#), one of the world leading textile companies from Japan debuts this season. Panasonic Manila Fashion Festival collaborates with Stylem in creating a collection that highlights Asian talent and sustainability in fashion. The PMFF x STYLEM collection will be exhibited at international venues in Japan.

Another Japanese company, [Yoshioka & Co](#), the leading trim and accessories supplier for all fashion needs is also supporting Panasonic Manila Fashion Festival on its 12<sup>th</sup> season.

As part of our innovation endeavors and helping businesses, [MFF-Official.com](http://mff-official.com) presents ***Manila Fashion Map***, wherein you can easily locate Ayala shopping malls, and find top Filipino lifestyle homegrown brands and designers' ateliers & boutiques. Of course we also have the ***Panasonic Beauty Map***, providing a list of stores and clinics to purchase Panasonic Beauty, Japan's #1 personal beauty care products now available in Manila, experience professional care at home.

Despite all these changes, Panasonic Manila Fashion Festival remains its focus in collaboration with businesses which help us make the event possible and support the 24 outstanding designers to showcase their collection this season. Designers coming from Manila, Cebu, Davao and a new batch from Cagayan De Oro are all set to deliver diversity and innovation with their collections that will be streaming on May 31 to June 4.

May 31- Avel Bacudio, Camlu x Creative Definitions, Dodjie Batu Mark Yaranon, Melvin Lachica, Win del Mira

June 1- Ann Semblante, Bamba Limon, Dino Lloren, Edgar Buyan, Joshua Guibone, Ziggy Savella

June 2- PMFF x Stylem Collection

June 3- Bessie Besana, Chris Diaz, Dexter Alazas, Emir Yamamoto, Marc Rancy, Renan Pacson,

June 4- Alodia Cecilia, Benjie Panizales, Gil Macaibay, Mavy Ladlad, Steph Tan,

Panasonic Manila Fashion Festival would not be possible without prestigious companies and partners to back up its endeavors. This includes:

Lifestyle Partners: Adsorb, Shea Mira, Yellow Tail;

Legal & CPA Partner: Mata-Perez-Tamayo-Francisco Attorney at Law;

Official Hashtag: #MNLFashionFestival #PanasonicMFF #PMFFReboot

# PMFF

PANASONIC MANILA FASHION FESTIVAL SEASON 12:

# A FASHION REBOOT

May 31 - June 4, 2021

Premier Launch Streaming

6:00PM PHST (UTC+8)

Re-run Streaming

8:00PM PHST (UTC+8)

STREAMING ON

[www.mff-official.com](http://www.mff-official.com)

PARTNERS

**Panasonic**

Panasonic Beauty

**LUMIX**

**STYLEM**

YOSHIOKA & CO.,LTD.

**MT&F**  
MATA-PEREZ · TAMAYO · FRANCISCO  
ATTORNEYS AT LAW



**Adsorb**  
the beauté

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