

# MCCI – Chamber Night featuring ECO-WALK Sustainability in Style

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MCCI-Eco-Walk: Sustainability in Style

## ***THE COLLABORATORS:***

### **MANDAUE CHAMBER OF COMMERCE AND INDUSTRY**

The Mandaue Chamber of Commerce & Industry, Inc. (MCCI) is a business support organization comprised of business establishments located primarily in Mandaue City.

The Chamber caters to different business sectors. Hence, its membership composition is a diverse blend of companies engaged in furniture and home furnishings, fashion accessories, gift toys and house wares, general hardware, manufacturing and trading of construction materials, coating and chemical needs, manufacturing and trading of motorcycles, jeeps and cars, fabrication of steel, glass, processed food like fruit and marine products, biscuits, poultry feeds, forwarding and logistic support, banking services and many others.

With Mandaue City's fast-growing economy, it has become one of the strongest economic drivers of the province, being a primary industrial city with numerous manufacturing facilities situated within its bustling zone.

In achieving its vision, MCCI partners with the local government unit and various support organizations in putting forth advocacies that benefits not only the business community but also the general public.

### **UNIVERSITY OF SAN CARLOS – COLLEGE OF ARCHITECTURE & FINE ARTS**

One of the top universities outside Manila, the University of San Carlos enjoys an environment free from the hustle and bustle that often distracts students in the capital. But the difference stops there.

As the business and tourist hub of Southern Philippines, Metro Cebu provides Carolinians (as USC students are called) with a cosmopolitan setting where malls are just a few minutes away from the beaches, heritage towns, or mountain resorts.

With its four campuses housing all levels of educational programs that include eight colleges and 27 departments, USC is truly a "universe-city" in its own right. International linkages now External Affairs and a steady influx of foreign students and visiting professors have made USC a multicultural academic community bonded by the common pursuit for global standards.

## **ALTERNATIVE NEST & TRADING HUB FOR INGENIOUS LITTLE LIVELIHOOD SEEKERS (ANTHILL)**

ANTHILL Fabric Gallery is a the first creative social enterprise and a lifestyle store in the Metro bringing into one nest ingenuity, fashion, culture, advocacy and art.

ANTHILL showcases tunnels of distinct and special textiles from Asia and also highlights the beauty of intricate woven indigenous fabrics from the Philippine hill tribes. In this shop, fabrics are more than just rolls of cloth. ANTHILL houses the utilization of fabrics for artistic endeavors and innovative executions transforming fabric into art.

ANTHILL gives back to the community as it supports income generation among young entrepreneurs and rural communities especially indigenous tribes all over the country. It is a human collaboration of hard work and passions all intertwined in one shared dream.

### ***ABOUT ECO-WALK 2011***

The Mandaue Business Month (MBM) is an annual business celebration spearheaded by MCCI in cooperation with the local governments to highlight public-private partnership and sustainable and socially-responsible entrepreneurship.

Last year, MCCI has signed a CALL TO ACTION along with its other partner chambers and organizations during the MBM 2010 to commit to implement sustainable business practices in its daily operations and to reach out to the community, other companies, government organizations, educational institutions, policy makers to ensure that its member organization's practices, products and services meet the highest possible Sustainable Business potentials.

To follow through the commitment it made the previous year, MCCI themed this year's MBM as "Transformation through Innovation" to bring forth and showcase the best economic, social and cultural endowments and potentials of Mandaue City, the premier industrial hub of the South by inspiring, educating and advocating for sustainable and environment-friendly business practices while achieving growth.

The business celebration will close with the Eco-Walk: Sustainability in Style Fashion Show to be directed by Joey Alberto and in partnership with Anthill Fabric Gallery and the University of San Carlos (USC) Fashion Design students under the mentorship of Peewee Sineneng.

The young fashion designers of USC will be paired with MCCI Member companies to highlight creativity interwoven with advocacy. The challenge is to make a complete fashionable ensemble using scrap materials unimaginable to the conventional world of fashion. The perfect idea is to walk the talk.

Prominent Cebuano women and children shall also do the walk in clothes designed by senior and junior Cebuano designers as part of our fund raising for the Gawad Kalinga multipurpose hall in Maguikay, Mandaue.

## THE PARTICIPANTS

### University of San Carlos CAFA-Fashion Design Students

- The Fashion Design students of USC were paired with MCCI member companies to create wearable and practical clothes and accessories out of the non-toxic waste materials of the participating companies.

MCCI Member	Waste Materials	Dress	Designer
Mandaue Foam	scrap fabrics from furniture	The Traveller	Kristel Kristiania Perez
Virginia Foods Inc.	paper and plastic labels	Plastics, Warlords & Class	Joyce Maw
Profood International Corp.	plastic labels	The Philippine Mermaid	Aikki Espinoza
San Miguel Brewery	silver sacks of hops	Incandescent	Aia Tupas
Classical Geometry	broken shells	Seashore Waves	Sherry Gail Lim Lianting
Dunkin Donuts	plastic cups and used tarpaulines	Donutella	Paco Serafica
Nature's Legacy	wood chips	Dead Wood	Mique Yapching
Stitches and Wear	scrap cloths, fabrics	Diva Le Boheme	Lian Lacandalo
Uratex	scrap foam	Naiad	Charmaine Chua
Winner Plastic	garbage plastics	Textured Beauty	Celine Borromeo
ABSCBN	used tarpaulines	16 <sup>th</sup> Century European Plate Steel Armor	Jemmalyn Borces
IPI	used tarpaulines and backing paper	Saturation	Rockell delaMerced
MastercraftPhilippines	scrap leather, waste grinding disks	Baraqa	Josei Ouano Cuizon

## Eco-walk for Gawad Kalinga

- Women from business and politics walk for Gawad Kalinga with their children in designer clothes out of fabrics from scrap thread.

Designer	Models
Manuel Tomaque	Trishia Lim Chloe Suarez Chelsea Suarez Lou Marie Mediatrix Ngo Ang Louie Marie Eduardo Ngo Ang
Owen Taboada	Charina Po & daughter
Rei Escario	Nikki Gaw Yu
Hanz Coquilla	Ellen Go & Ethan Go for Hanz Coquilla Enzo Co for Alejandro Hajji Godinez Mitzi Lim, Clyde Lim, Ej Lim, Carl Lim
Lorymer Villareal	Jen Villoria & Jasmine Hope Villoria
Edwin Alba	Alice Uy
Alejandro Hajji Godinez	Janice Go, Kaitlyn Go, Aidan Go, Enzo Go
Rey Humberto Villegas	Marjorie Young & Moira Angelie Young Marianne Tanco & Judy Tanco
Leonardo Igloria	Jackie Mendoza & Elisha Mendoza
Yves Camingue	Mandaue City Councilor Edith Cabahug & Kathy Cabahug
Leonardo Igloria	Mandaue City First Lady Sarah Cortes & Mikyla Cortes
Cary Santiago	Gov. Gwendolyn F. Garcia

THE Mandaue Chamber of Commerce and Industry Inc. culminate the month-long celebration of Mandaue Business Month 2011 with a Chamber Night featuring an Eco-Walk: Sustainability in Style at the Oakridge Pavillion, Oakridge Business Park, AS Fortuna Street, Mandaue City.

For the past weeks, the chamber, along with its partners Cebu provincial government and the Mandaue City government has filled the month of August with events and activities to promote and advocate for a sustainable and green Mandaue.

The theme “Transformation Through Innovation” has been fitting this year as MCCI showcased the best economic, social and cultural endowments and potentials of Mandaue City.

Eco-Walk: Sustainability in Style is a fashion show in partnership with Anthill Fabric Gallery and the University of San Carlos Fashion Design students under mentor Peewee Sineneng, one of Cebu’s premier designers.

This is a two-part fashion show where young designers will showcase their creations out of the non-toxic waste materials of MCCI's member companies. The challenge is to make a complete fashionable ensemble using scrap materials unimaginable to the conventional world of fashion.

On the other hand, as part of MCCI's fund-raising for the Gawad Kalinga multipurpose hall in Maguikay, Mandaue, prominent Cebuano women and children will also do the walk in clothes from fabrics out of scrap thread woven by the indigenous communities in the northern Philippines and designed by senior and junior Cebuano designers including Leonardo Igloria, Rey Escario, Owen Taborada, Hans Coquilla, Lorrmer Villareal, Alejandro Godinez, Rey Humberto Villegas, Manuel Tomaque, Yves Camingue and Edwin Alba and Cary Santiago.

The Chamber Night is also MCCI's way of thanking all sponsors who supported the celebration of the Mandaue Business Month 2011.

Ref.: <http://disinioyspeak.com/2011/09/11/mcci-chamber-night-featuring-eco-walk-sustainability-in-style/>

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