

## FUN FEARLESS FASHION



### Unica Hija's Debut In Philippine Fashion Week

Manila marveled in the latest fashion trends at the recent debut of Unica Hija in Philippine Fashion Week. The show featured the brand's Back-to-school and Holiday 2012 Collections that are ideal for the modern Filipina.

Wanting to be more than just your run-of-the-mill fashion brand, Unica Hija featured styles that are fun yet filled with feminine details. The brand also presented fashion staples with a modern twist that will keep Filipinas looking chic—Mod inspired designs, basic silhouettes in neutral and bright colors, ensembles in color block style, delicate lace trims and a variety of tops in lovely pastel colors.

The faces of Unica Hija also graced the runway and kept the show upbeat and fun. Keeping in sync with their latest campaign, Popstar Princess Sarah Geronimo and Ford Supermodel Charo Ronquillo opened the show in matching ensembles. Sarah, Unica Hija's longtime endorser, took the stage in her usual bubbly demeanor in a dainty pink top paired with white pants that showed off her laid-back vibe while Unica Hija's latest endorser Charo showed off her modeling prowess in a pink top complemented by white Bermuda shorts. True embodiments of Unica Hija, these ladies characterize style, success and Filipino pride.

Just like these gorgeous women, be creative and stylish with a brand that openly embraces local ingenuity—Unica Hija.

Unica Hija is located in Eastwood Citywalk, Festival Mall Alabang, Gaisano Mall Davao, Glorietta 5, Market! Market!, Robinson's Galleria, Robinson's Loag, SM Fairview, SM Iloilo, SM Manila, SM North, SM Sta. Rosa, SM Sucat, Sta. Lucia East Grandmall, Trinoma, ICM Bohol, KCC GenSan, KCC Marbel, Landmark Makati, Landmark Trinoma, RDS Alabang, RDS Bacolod, RDS Ermita, RDS Galleria, and SM Department Stores nationwide.

For more details, visit [www.unicahija.com.ph](http://www.unicahija.com.ph) and [www.facebook.com/wearunicahija](http://www.facebook.com/wearunicahija).

Look also here: [www.FashionDesigners.PhilippineCulture.ph](http://www.FashionDesigners.PhilippineCulture.ph)