

Passion was revealed at the LA Fashion Week

Filipino Designers showcased avant-garde fashion for 2010

PASSION was revealed last October 16, during the LA Fashion Week at Vibiana in downtown LA. With its soaring gilded ceilings and deeply burnished dark wood floors, it elevated all those who entered its historic halls. The Spanish Baroque architectural masterpiece, the gold embellished barrel ceilings and celestial windows were a "secular heaven" in celebration of America's ingenious endowment where fashion, music, dance and visual arts came together in a night of pure nostalgia. Fashion designers Alexis Monsanto of West Hollywood, Cebu Fashion Czar Philip Rodriguez and Furne One of Amato Couture Dubai delivered opulent, colorful and diverse collections. Each designer showcased an enchanting collection that enthralled hundreds of fashionistas present. Alexis Monsanto designed stunning silhouettes with a modern edge radiating elegance and timeless allure. Inspired tops, bottoms and dresses were eclectic and visually seductive. Philip Rodriguez re-interprets the *mantones*, a Manila silk shawl adapted by Spanish women, giving it new

life through the use of piña cocon, lace, embroidery, fringes and ruffles. A palate of vivid and lush colors echoed an elegant mood while upping the sophistication level several notches. Furne One's avant garde masterpieces of spring colors in tulle, swarovski crystals and over the top head pieces comprised his Spring 2010 Collection. His fashion speaks of passion, sensuality and gracefulness interspersed with style and imagination that bring out one's playful and vibrant side.

Project Smile urban artist Bren Bataclan; photographers Edwin Santiago, Maurice Mauricio, and Chiky Nibungco, Gray Malin; art movers Jaja Dario, Mark Wood, and Christopher Grant exhibited a mastery of their crafts and pride for being who they are. Francisco Gella and the Nuevo School of Contemporary Dance showcased cutting edge mix of ballet and contemporary dance.

No less than the stunningly beautiful, Brook Lee, Miss Universe 1997 hosted the event. It was also a night of the most enjoyable music as the after party



(L-R)The 3MCP Plus Team, Maita Miyake; Project Runway's Nick Verreos, Charina Carrera, Fashion designer Furne One of Amato Couture Dubai and Elgin Zulueta.

rocked to the groove spinning of DJ Rocky Rock, DJ Sinical, and DJ Lucky. The Filipino American Symphony Orchestra (FASO) quartet serenaded the who's who in Los Angeles at the VIP Reception area. Hundreds of guests, consisting of mainly mainstream invitees, were treated to the culinary offerings of Chef Cecilia De Castro and her culinary team while VuQo Premium Vodka--the World's First and Only Vodka Made of Coconut, fruity wine called Haliya Light Fruit Wines and the country's most beloved beer, San Miguel Beer (all proudly Philippine made products) flowed freely that night.

Seen enjoying the event were

Nick Verreos of MSN Lifestyle and Project Runway, Melissa Magsaysay of *LA Times*, Maria Quiban of *Fox LA Morning News*, Philippine Consul General Mary Jo Bernardo-Aragon, VuQo Premium Vodka's Jose Panlilio and Raul Panelo, Former Miss Philippines Eva Reyes, Former Mutya ng Pilipinas Bong Dimayacyac, Laly Aldeguer of the famed Aldeguer Sisters, Atty. Claire Navarro- Espina, Loren Escano of M Lhuillier Financial Services, *Zee Lifestyle Magazine* Cebu Publisher-- Ms. Eva Gullas, Asian Journal Group of Companies Publisher, Roger L. Oriel and its President Cora M. Oriel, Philanthropist and celebrate CPA Van Gerard Dichoso, Rupert Wainwright of

Bravo's Matchmaker Millionaire, *The Young and the Restless* star Sean Kanan; fashion bloggers Joy Kennedy, Brittan Salisbury and Everette Perry; UCLA Basketball player Matt Lee, Rock and Republic's Shane Upson, actress Gina La Piana who appeared in *Everybody Hates Chris* and *Studio 60 on the Sunset Strip*, and Reichen Leimkul of *Amazing Race* and *Dante's Cove*. Noted media present were from *California Apparel News*, *That Morning Show* on E! and *Metrosource*.

The 3MCP Plus Team headed by Charina Carrera, Maita Miyake and Elgin Zulueta produced this spectacle. It was the three ladies' passion for their community that fueled them to stage this one-of-a-kind evening which was also in celebration of the Filipino Heritage Month. *Passion...Revealed* was not only used as a platform for the Filipino Fashion Designers to showcase their ingenuity, but more importantly, it also served as a vehicle to raise funds for the typhoon victims in the Philippines. Part of the proceeds from this event went to Gawad Kalinga in support of their relief operations efforts benefiting hundreds of victims of Typhoons Ondoy and Pepeng. Indeed, passion was overflowing that night at *Passion... Revealed!*

This one-of-a-kind evening was made possible with the support of the following: Law

Offices of Edelberg and Espina, Villamor Giongco LLP, POP Beauty Company UK, Cinema Make Up School, Seafood City, Island Pacific, Asian Commodities Company, San Miguel Beer, San Mig Coffee, Harold Wilson Financial Services, Silks Models, Airtel Plaza Hotel, GMA Pinoy TV, Zee Lifestyle Magazine Cebu, Asian Journal, Balita Media, Bakitwhy.com, FilipinoVillage.com, Thirteen Minutes Magazine, M7 Magazine, Famegate Global News, Filamnation.com, P.H.ashion TV, Haliya Wines, VuQo Premium Vodka, Jana Bottled Water, Shoes for the Stars, Van Go Cleaners, Simply Marvelous Weddings and Events, Borrowed Bling, Camarillo Premium Outlets, Red Glass Photography, RM Videp Productions, Tropical Sweets, Yojie, J Green Foods, Jollibee, Fisherfarms, Goldilocks, Kababayan LA, Vasquez & Company, Vista Verde Consulting, Radisson Hotel Westside, Cherry's Salon, TDRZ Productions, Moneygram International, Nuevo School of Contemporary Dance, and American Culinary Education. This was also supported by the Asian Professional Exchange (APEX), Filipino American Business Association of Glendale (FABAG), Filipino American Service Group Inc (FASGI), The Trevor Project and the International Society of Young Filipino Accountants (ISYFA). ■

Goldilocks thanks Fil-Am community for generosity to typhoon victims

MENCHIE Rafols is a third grade teacher with the Los Angeles Unified School District. She and her friend Lei V., a nurse from San Diego, could have spent the weekend shopping leisurely at the mall, going to the movies or just hanging out with other friends.

Instead, Menchie and Lei -- together with Goldilocks associates and their families -- were sorting out hundreds of boxes of donations over the weekend, as volunteers for the Philippine Typhoon Relief Drive conducted by Goldilocks (Los Angeles) in cooperation with the Knights of Columbus and the Filipino Ministry of the Archdiocese of Los Angeles.

Donations of clothes, blankets, towels, linen, canned goods, cereals, rice and toiletries were dropped off by concerned community members at Goldilocks stores in LA County during the past three weekends. The donations were sorted out and packed in boxes by volunteers before being endorsed to the Southern California Chapter of the Knights of Columbus and the Filipino Ministry of the Archdiocese of Los Angeles.

Goldilocks (LA County) Director of Operations Menard Leelin issued the following statement: "We wholeheartedly thank all the donors and volunteers from the community and from our own staff

and their families, who generously donated goods, money, time and services to the relief drive. Many of those who donated and volunteered have family members in the Philippines who were themselves victims of the typhoons, but it is clearly a testament to the Filipino's selflessness and *bayanihan* spirit that they would place other peoples' needs first instead of their own."

At the Cerritos and Carson warehouses where the donations were delivered, scores of volunteers from the Fil-Am community and Knights of Columbus led by Bro. Sonny Santa Ines labored throughout the weekend, further sorting out donated goods from other organizations and parishes prior to loading into a container van.

According to Fr. Albert Avenida, Spiritual Director of the Filipino Ministry of the Archdiocese of Los Angeles and parish priest of St. Pancratius Church in Lakewood, a second 40-ft container van filled with 573 boxes of relief goods was shipped Wednesday to the Philippines.

Last week, a 40-ft. container van filled with 606 boxes of donated goods was shipped from Los Angeles and is expected to arrive in Manila on October 31. Both shipments will be released to Bishop Broderick

PAGE 88 ►

Society of Seven, American Idol Finalist Jasmine Trias to Star in Las Vegas

LAS VEGAS -- Mendrei L. Leelin, President of Rosy Cheeks Entertainment Group is proud to announce the return of Society of Seven with American Idol Star Jasmine Trias in Las Vegas at their new showroom at the beautiful Gold Coast.

Formed in Hawaii and perfected in showrooms throughout Las Vegas and the Islands, Society of Seven brings its lively variety show to the Gold Coast Showroom for an extended run beginning November 6. Joined by season three *American Idol* finalist Jasmine Trias, Society of Seven is scheduled to appear every Friday, Saturday and Sunday with two shows daily -- 3:30-7 pm.

Society of Seven, the famed Hawaiian-bred group, offers an energetic variety show that combines comedy sketches, celebrity impersonations, dance and live music performances, including popular standards, Top 40 and Broadway.

"We are thrilled to call Gold Coast home," said Tony Ruivivar of Society of Seven. "This long-term engagement gives loyal fans who have supported us throughout the years, the opportunity to see us on a regular basis. Las Vegas is well-known among Hawaiians as the 'Ninth Island,' and we think our show is a great fit for the community."

In what has been called an entertainment experience that rolls a classic Hollywood movie, Broadway show and Vegas spectacular into one, Society of Seven has been entertaining fans for more than 40 years. Having performed to more than 10 million fans, these seven elite performers and American Idol make this show a must-see. Audiences can expect a memorable evening that combines lights, choreography, action and Hawaiian talent.

Tickets go on sale Friday, October 30 starting from \$29.95, plus tax. Tickets can be purchased by calling the Box Office at (702) 251-3574 or visiting www.goldcoastcasino.com.

(Advertising Supplement)

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