



# FASHIONPHILIPPINES MILAN

## Mentorship and Exhibition Program 2025

Fondazione Sozzani in collaboration with **The Center for International Trade Expositions and Missions (CITEM)**, **Philippine Textile Research Institute (DOST-PTRI)**, **Philippine Fashion Coalition (PFC)**, and **LIT Fashion Consultancy** presents the **FASHIONPhilippines Milan Mentorship Program 2025**, a mentorship and exhibition program that places Filipino fashion front and center on the international stage.

The mentorship culminates with a three-day exhibition at Fondazione Sozzani in Milan on September, via Tazzoli 3 23 to 25, 2025, during Milan Fashion Week S/S 2026. The showcase features curated works by 11 Filipino designers, bringing the country's vibrant creativity to one of the world's most important fashion capitals.

### The designers

1. **Adam Pereyra** (Adam Pereyra)
2. **Joseph Bagasao** (Bagasáo)
3. **Jo Ann Bitagcol** (Bitagcol)
4. **Tessa Nepomuceno** (Calli)
5. **Carl Jan Cruz** (Carl Jan Cruz)
6. **Ched Dalogaog** (Ched Studio)
7. **Steffi Cua** (Idyllic Summers)
8. **Jerome Lorico** (Lorico)
9. **Renz Reyes** (Renz Reyes)
10. **Gabby Garcia** (Tagpi)
11. **Vania Romoff** (Vania Romoff)

### A unique mentorship opportunity

In Manila, the finalists have received invaluable guidance through mentoring sessions led by fashion experts who devote their time out of a deep commitment to championing Filipino talent on the world stage. These sessions have been designed to hone the skills of the designers and ensure that their work reflects the best of Filipino artistry, while remaining relevant on the international landscape.

### The mentors

**Tetta Ortiz-Matera** provides critical insights on collection curation and exhibition readiness, while stylist **Ryuji Shiomitsu** shares expertise on conceptual coherence and storytelling. Resource speakers, **Pam Quiñones** and **Trickie Lopa**, share insights on striking the delicate balance between staying true to Filipino roots while creating collections with international appeal. **Carmina Sanchez-Jacob** of FASHX offers guidance on market positioning, pricing structures, and target demographics to ensure the collections are commercially viable. For brands requiring IPO registration and formal brand development, designer and educator **Esme Palaganas** delivers invaluable direction. In keeping with the digital era, **Paolo Reyes** of MONDAY OFF lends his expertise in strengthening the designers' social media content and digital presence. Complementing these creative and business-focused sessions, DOST-PTRI Director IV **Dr. Julius L. Leaño, Jr.** provides specialized mentorship on Filipino textile innovation—particularly on the use of technology and fabric selection—helping designers integrate cutting-edge techniques while maximizing the potential of local materials. This series of engagements underscores the collaborative effort to empower Filipino designers as they prepare to showcase their vision in Milan. These early mentoring sessions underscore that the program is not only about international exposure but also about building a strong foundation at home to ensure long-term success.



Ahead of the Milan exhibition, the finalists will also attend intensive mentorship sessions with a distinguished eight-member panel of global fashion leaders. The lineup, led by **Sara Sozzani-Maino**, Creative Director of Fondazione Sozzani, includes:

- **Riccardo Grassi**, RG SHOWROOM Co-Founder of Studio Zeta
- **Niccolo Pasqualetti**, fashion designer, Franca Sozzani Award, Camera Moda Fashion Trust and LVMH Prize finalist
- **Riccardo Terzo**, stylist, fashion editor, consultant at Condé Nast and Creative Director of DUST CHINA
- **Silvia Bertocchi**, Head of Cultural Program of Fondazione Sozzani
- **Ryle Tuviera**, fashion & cultural curator and digital content creator
- **Giulia Demitri**, Womens Lifestyle and Beauty buyer for Gaudenzi Boutiques-Italy
- **Helena Boissonnas**, expert on buying & sourcing for department store at Le Bon Marché -Paris.

These mentors will guide the designers through portfolio reviews, collection previews, and one-on-one consultations, ensuring a meaningful and career-shaping experience.

### Championing Filipino creativity

DTI Secretary Cris Roque shares, “The FASHIONPhilippines Milan Mentorship Program 2025 reflects our unwavering commitment to elevating and propelling Filipino design onto the global stage. Through this initiative, we are not only showcasing our country’s immense design talent but also broadening economic opportunities for our designers and local brands in the highly competitive international market.”

CITEM Executive Director Leah Pulido-Ocampo emphasizes, “This initiative is more than just an exhibition; it’s a strategic platform designed to help Filipino fashion designers and brands build relationships with international buyers and global industry gatekeepers.”

PFC Chairperson Carissa Cruz-Evangelista adds, “By engaging with top-tier industry professionals and participating in major fashion events, our designers gain exposure, credibility, and access to opportunities that can define their careers.”

Program co-organizer Tetta Ortiz-Matera of LIT Fashion Consultancy underscores, “This is a rare and strategic chance for Filipino designers to not only showcase their works but also become part of the global fashion conversation.”

“We are proud to stand behind the talented Filipino designers selected for the Milan Mentorship Program, as they carry with them not only their artistry but also the stories of Philippine innovation, showing how science and technology in our textiles can uplift communities and place our heritage on the global stage,” concludes DOST-PTRI Director IV Dr. Julius L. Leaño, Jr.

With Milan as their stage, the FASHIONPhilippines Milan Mentorship Program 2025 promises to carve a lasting Filipino imprint on the international fashion landscape.

### FONDAZIONE SOZZANI

via Enrico Tazzoli 3 – 20154 Milan

Opening event by invitation: Tuesday, September 23, from 4:30 PM to 7:30 PM

Open to the public: September 23, 24, and 25 from 10:30 AM to 7:00 PM

thanks to

**CANTINA  
PUIATTI**

Fondazione Sozzani is a cultural institution established in Milan by Cara Sozzani in 2016, dedicated to the promotion of photography, culture, fashion, and the arts. The Foundation has taken over the legacy of the Galleria Carla Sozzani and continues its important public mission, which the gallery has carried out since 1990. Sara Sozzani Maino oversees, and coordinates projects focused on education, responsibility, and emerging creatives.