

Highlighting the celebration will be a fashion show featuring local fibers given a new twist. Dubbed “Bagong Habi, Salinlahi: Cutting-edge Philippine Textiles”, the show will unveil fresh, modern and exciting fashion pieces on February 8, 2012 at the InterContinental Manila, Makati City.

Some of the most successful and promising designers of this generation will showcase their creations using innovative indigenous weaves known as neo-ethnic fabrics. These include the *abel* of Ilocos Norte, *hablon* of Iloilo, various weaves from Cordillera, and the *inaul* of Maguindanao. The show will also reveal several interesting pieces made of PTRI-developed tropical fibers from *saluyo* t (jute), water hyacinth, and maguey.

“With Proclamation No. 313, DOST-PTRI and its partners will take on more aggressive strategies to speed up the commercialization of our tropical fiber technologies,” assured Dir. Tomboc. “PTRI also intends to erase misconceptions on indigenous fabrics as a sartorial choice during weddings and other formal occasions rather than as chic and sensible outfit for everyday use.”

To guide all initiatives in promoting tropical fabrics and other handwoven textiles, the agency prepared the PTF Roadmap in 2010, involving not only government agencies but also key players in the industry and the academe. In 2012, Dir. Tomboc promises a sustained promotion of local tropical fibers and neo-ethnic fabrics through proactive advocacy campaigns.

“Through this roadmap, we can unify our efforts in advancing local tropical fabrics and ethnic textiles, thereby increasing competitiveness and opportunities of the local fiber, textile and garment industry,” said Dir. Tomboc.

PTRI’s partners in developing the local fabric industry include the Department of Agriculture – Fiber Industry Development Authority, Department of Trade and Industry, Civil Service

## **PNoy declares January of every year as “Philippine Tropical Fabrics Month”**

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Commission, University of the Philippines-College of Home Economics, Textile Mills Association of the Philippines, Uniform Manufacturers Association of the Philippines, and the farmers group represented by the Labo Progressive Multi-Purpose Cooperative. in the full implementation of the PTF roadmap led by the Philippine Council for Industry, Energy and Emerging Technology Research and Development (PCIEERD-DOST). *(Joy Camille Baldo, S&T Media Service)*