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MESSAGE

My sincerest congratulations to all the winners of the 17th Outstanding Filipino Retailers and Shopping Centers of the Year Awards.

A strong, competitive retail sector is crucial to our nation's development: It boosts trade and commerce, stokes the engines of industry, and generates employment opportunities for our fellow Filipinos. Our country's prosperity hinges on the advancement of our country's retailers and entrepreneurs, hence we welcome activities that encourage their continued improvement. Those being recognized in this ceremony are the country's best— individuals and companies who have achieved success by offering quality products and services, following prudent management strategies, and employing smart, innovative ideas in their businesses. It is my hope that your accomplishments promote healthy competition within your ranks, that you may elevate the standards of your industry and lift our economy to even greater heights.

Your sector will continue to play an important role in the coming years, especially in 2015, when the Philippines joins our Southeast Asian neighbors to form one market. In the same year, our country will also be approaching a demographic sweet spot — a window of opportunity when a majority of our population reaches their optimal productive age. I appeal to our retailers to make the necessary preparations to optimize this moment, that we may sustain our present resurgence and give our people a better, brighter future they deserve. May you remain in solidarity with our agenda of growth, as we journey towards a more developed and progressive Philippines.

Again, congratulations to the awardees and to the members of the Philippine Retailers Association.

MANILA June 2014

A handwritten signature in black ink, which appears to be "Benigno S. Aquino III".

BENIGNO S. AQUINO III
President, Republic of the Philippines



MESSAGE


The Department of Trade and Industry (DTI) envisions a Philippines where consumers have access to sustainable quality goods and services, and where the industry can flourish in an environment conducive for trade and commerce. To achieve this, the DTI forged cross-sectoral partnerships with groups who share our vision and passion in balancing business and consumer concerns.

The partnership between the DTI and the Philippine Retailers Association (PRA) which began in 1997 is a shining testimony to how collaboration between government and the private sector can generate impactful changes in the industry. Our 17-year old collaboration humbly started with consumer education and training seminars for retailers, which then steadily progressed to transforming the local retail industry into a globally competitive force in the marketplace. Truly, our joint efforts have come a long way in motivating and inspiring local retailers to raise the bar of excellence in their field.

To the winners of the 2013 Outstanding Filipino Retailers Awards and Shopping Centers of the Year Awards, we convey our sincere congratulations! You have exemplified how the retail industry has grown over the years in our ever-changing economy and consumer society. Together, let us continue to stimulate growth, innovation and progress in the Philippine retail industry.

Again, congratulations and our best wishes for success for your future endeavors.

Mabuhay!



GREGORY L. DOMINGO
Secretary, Department of Trade & Industry



MESSAGE

We, Filipinos, are innately enterprising. Nothing lies idle in our hands. A seed grows into a business. An idea leads to a solution. A solution results in a new system. Indeed, when Filipinos are taught about anything, they can come up with something out of the woodwork. Given the right opportunity, the Filipino will certainly succeed.


Our entrepreneurial spirit stems from our creativity, and our creativity stems from our resourcefulness. We are taught these virtues early in life, so that we can make the best out of the possible situations or make the best out of the resources that we are given. That is the Filipino spirit.

The hardworking Filipinos, our country's greatest asset, continue to make the Philippines one of the fastest growing economies in Asia with a 7.2 percent growth rate despite the devastation of natural calamities in 2013, earning us a solid vote of confidence as 'The Next Asian Miracle.'

Our 2013 Outstanding Filipino Retailers & Shopping Centers of the Year awardees are no different to our country's success story. Their journey towards success was not without obstacles, neither did it come overnight. The future undoubtedly belongs only to those who are determined to succeed and who are prepared to step out of their difficult situations in life, of their comfort zones; it belongs to those who face life head on.

Congratulations to all our awardees. As a vital segment of the tourism industry, the success of the retail business works to raise the competitiveness of the Philippines as a choice destination, not only for tourism, but for investment as well. May this recognition not only inspire you to be the best in the Philippine retail industry, but also to be visionaries – to foresee opportunities in order to better position yourselves in the market, and to push more business ventures.

Mabuhay!



RAMON R. JIMENEZ, JR.
Secretary, Department of Tourism



MESSAGE

We convey our warmest congratulations to all the winners of the 17th Outstanding Filipino Retailers and Shopping Centers of the Year Awards, and to Ms. Teresita Sy Coson for being Philippine Retailing's Woman Visionary Leader.

The Philippine Retailers Association recognizes the hardwork and dedication of each of the awardees. It is through the brilliant ideas, ingenious innovations, and undying persistence of our local retailers that drives the growth of the Philippine retail industry. It is only proper and due that we honor these accomplishments for the pride of the nation's success.

We aim to inspire and motivate more Filipino retailers to continue the job well done. Our retail environment is constantly evolving and it is delightful to see how our retailers adapt to the changes of the competitive world. We hope to see more achievements and success in the years to come! Once again, congratulations and more power!

LORENZO C. FORMOSO
President, PRA
COO, Duty Free Philippines

PRA PROFILE

The Philippine Retailers Association (PRA) first came into being as the Chamber of Philippine Department Stores and Retailers, Inc. (CPDSRI) in 1976. In 1991, after winning the bid to host the 6th Asian Retailers Conference and Expo, the biennial event of the Federation of Asian Retail Associations (FARA), the Chamber changed its name into Philippine Retailers Association and adopted the now famous shopping bag logo.

Today, PRA has matured into a dynamic association with over 300 member companies, covering the gamut of the distribution chain, is its fold — from retailers, mall and shopping center operators to traders/suppliers, manufacturers, distributors, and wholesalers, among others.

The retail industry is an important contributor to the Philippine economy as it accounts for roughly 15% of the country's total Gross National Product (GNP) and 33% of the entire service sector. It employs some 5.25 Million people, representing a significant 18% of the country's work force, which means roughly (2) of every ten (10) workers is employed in the retail industry.

Recognized as a paragon of a genuine partner in nation building, the PRA enjoys the distinction as the "Pulse and Voice of the Philippine Retail Industry."



PRA VISION

PRA as world-class organization shall empower and guide members to attain global competitiveness and make the retail industry a significant contributor to, and driving force of Philippine economic development.

PRA MISSION

- To provide members with benefits through the use of common services, trade information and other facilities that may be established through PRA's efforts;
- To effectively represent the collective interest of members with government and relevant private organizations for the adoption and implementation of policies and programs conducive to the industry's growth and development;
- To increase opportunities for members to become globally competitive;
- To support the member's efforts to expand globally;
- To encourage members to become socially responsible and contribute towards the country's socio-economic development;
- To make members aware of how they can help protect the environment;
- To take a pro-active role in the direction of the Federation of Asia-Pacific Retailers Association (FAPRA)
- To strengthen PRA'S regional organization;
- To foster unity among members.

BACKGROUND / SCREENING COMMITTEE

The annual search for the Outstanding Filipino Retailers seeks to recognize Filipino Retailers who have epitomized the model of a successful retailer in terms of growth and good ethical business practices.

Started in 1997, the award is a collaboration between the PRA and the Department of Trade and Industry. Since its inception, over 170 retailers have been given this honor and a total of 48 have been inducted to the Hall of Fame.

In 2002, the PRA introduced the Shopping Centers of the Year Category, a separate award to recognize the Philippines' world-class shopping centers promoting the growth and development of the retail industry.

In 2011, recognizing that foreign brands are now a new player in the local retail scene, the PRA and DTI opened a new category – the Foreign Brand Retailer – to recognize the Filipino management behind the success of the foreign brands in the local market.

MINIMUM QUALIFICATIONS

1. This contest is open to all Filipino retailers.
2. The company must have been in operation for a minimum of 5 years except for Most Promising Retailer, which must have been in operation for a minimum of two (2) years.
3. The company must be registered with the DTI/SEC and BIR.
4. For the Shopping Center of the Year, the mall must at least be in operation for three (3) years for Single-location malls. For multi-location malls, this criterion is waived.

OUTSTANDING FILIPINO RETAILERS SCREENING COMMITTEE

HON. GREGORY L. DOMINGO

Secretary
Department of Trade and Industry

MR. FREDERICK D. GO

Chairman, PRA
President, Robinsons Recreation Corp.

MR. LORENZO C. FORMOSO

President, PRA
COO, Duty Free Philippines

MR. JORGE T. MENDIOLA

Vice Chairman, PRA
President, SM Retail Inc.

MS. MA. ALEGRIA S. LIMJOCO

Vice Chairman, PRA
Chairman, Phil. Franchise Association

MS. ANNIE SILVA-GARCIA

President
Shopping Centers Management Corp.

MS. ROWENA TOMELDAN

Vice President/COO
Ayala Land, Inc.

MS. LOURDES ALANO

Vice President for Lease
Robinsons Land Corp.

MS. GERLIE I. TAYLOR

Managing Consultant
Consultus

MS. MARY MARGARET C. MARTINEZ

Retail Director
GfK Asia Pte, Ltd.

MS. MA GRACIA SOLLER

Provincial Director, Area 3
DTI-NCR

PRA OUTSTANDING FILIPINO RETAILERS



The Philippine Retailers Association (PRA), the national trade organization of retailers and suppliers/service providers to the industry recently named the Philippines' outstanding retailers and shopping centers. A total of 24 companies were recently recognized during PRA's annual Outstanding Filipino Retailers and Shopping Centers of the Year Awards (OFR SCY).

The award, which was started 17 years ago by the PRA in partnership with the Department of Trade and Industry, seeks to recognize Filipino retailers who have epitomized the model of a successful retailer in terms of growth and good ethical business practices. Since its inception, over 200 retailers have been honored and close to 50 have been inducted to the Hall of Fame, which is given to companies that won the category two years in a row.

One of the main highlights of this year's awards is the 9th PRA President's Award, which seeks to recognize and honor top retailers who have made an indelible mark and contribution to the growth of the Philippine Retail industry.

This year, the PRA President's Award is presented to Ms. Teresita Sy Coson as "Philippine Retailing's Woman Visionary Leader". She is recognized for her insightful vision and commendable leadership at the helm of SM that made it the country's largest and most consistently successful retail conglomerate in the Philippines.

FULL-LINE DEPARTMENT STORE, SUPERMARKET, AND HOME IMPROVEMENT

As shopping centers and supermarkets continue to proliferate in the Philippines, the PRA recognizes the best Full-line Department Store, Supermarket, and Home Improvement in the country.

To set apart, a full-line department store offers different product

lines including food, clothing, furniture, etc. Supermarket is a self-service store that offers groceries, meat, and produce with limited non-food items; Home improvement on the other hand caters for renovations and alterations, by supplying a broad range of home repair and maintenance goods like hardware, tools, plumbing and electrical goods, lumber and structural material.

This 17th OFR SCY, the award for best Full-line Department Store went to the SM Store. Winning two years in a row, the SM Store was also included in the Hall of Fame awardees. Consequently, Rustan's Supermarket and Handyman bagged the best Supermarket and best Home Improvement store respectively.

DOMINANCE IN A SPECIFIC PRODUCT AND REGION

Category Killer and Specialty Retailer both recognizes stores that are dominant in a specific product/service. The Category Killer award is given to a large retail store that is dominant in its product category. This type of store generally offers extensive selection of merchandise. Specialty Retailer on the other hand refers to retailers that excel in selling a single product or merchandise or carry a few closely related categories.

This year's winner for Category Killer is R.O.X. or Recreational Outdoor Exchange. Specialty Retailer winners are Runnr for Small Category and Picture City for Medium Category.

Another category that recognizes retail dominance is the Regional Retailer. This category awards the retailer that is active in a specific region and may not be operating in a national basis. This year, Apag Marangle Co. of Pampanga got the award. Currently operating 2 stores, Apag Marangle (meaning Hain sa Bukid) is a restaurant that offers an authentic medley of mouthwatering Kapampangan dishes and related cuisine.

BEST IN FASHION, FOOD, AND SERVICE

One of the largest categories awarded this year is the Fashion Category. It is divided into two - Fashion Apparel and Fashion Shoes & Bags. Winners of the Fashion Apparel are Mint (Small Category), Folded & Hung (Medium Category) and Bench (Large Category). DC Shoes and Celine were named as the best Fashion Shoes & Bags in medium and large category respectively.

For the Food Large Category, Jollibee sweeps the title while Bench Fix Salon bagged the best Services for Medium Category.

BEST FOREIGN BRANDS IN THE PHILIPPINES

Along with the continuing boom of the market and economy in the Philippines is the arrival of foreign brands in the country. In 2011, another category was added to the Awards --- the Foreign Brand Retailer. This category recognizes Filipino retailers that have successfully managed foreign brands in the local market.

For the Foreign Fashion Apparel, Dorothy Perkins (Medium Category) and Forever 21 (Large Category) were named winners as well as Charles & Keith for Fashion Shoes & Bag Medium Category.

Ace Hardware got the award for Category Killer while Starbucks won the Food Retailer Large Category, which was also heralded in the Hall of Fame.

PROMISING RETAILERS

Part of the Awards is to recognize promising retailers who have been in operation for a minimum of two years not less than five years. This year, Vikings and Bambu both received

the title of Most Promising Retailer for Food and Non-Food category respectively.

Vikings opened its doors last April 2011 along seaside Boulevard in SM Mall of Asia Complex. Since then, it has been famous for its large buffet area. Consequently, Bambu which was established in 2009 has expanded to 9 stores as of 2012. It has marked the fashion scene by offering stylish footwear and carrying top of the line footwear brands including Ipanema, Grendha, and Rider in key cities and provinces nationwide.

SHOPPING CENTERS OF THE YEAR

In the Philippines, malls add up to a great part of the modern Filipino lifestyle. That is why it is no surprise that constructions of new shopping malls in the country have almost tripled in the past three years according to recent data. Hence, PRA distinguishes every year the top performing malls in the country through the Shopping Center of the Year category.

This year, winning the Small Category for the Shopping Center of the Year is SM Center Muntinlupa. It homes to 100 stores, carts and Kiosks. SM Muntinlupa also garnered the Silver Apolinario Mabini Award in 2011 because of its world class facilities and programs.

Robinsons Magnolia garnered the title as the Shopping Center of the Year in Medium Category. It is the 32nd mall opened by Robinsons and its 3rd mall in Quezon City with a gross floor area of 108,000 sqm. Robinsons Magnolia is part of the four-tower Magnolia Residences where the iconic Magnolia Ice Cream production plant once stood.

As for the Large Category, Shangri-la Plaza Mall was named as the Shopping Center of the Year. Right from the beginning of its operations in November 1991, Shangri-la Plaza built its reputation as a premier lifestyle destination by offering the most popular brands in the market and introducing high-names in international fashion.



PRESIDENT'S AWARDEE

SM's Tessie Sy-Coson grew up in the world of retail. Influenced by her father's crafts and visions in the retail business, she was able to carry on his father's legacy and currently lead one of Philippines' top companies.

Her father, Mr. Henry Sy Sr., who was honored as the Father of Philippine Retailing, founded SM in 1985 as a shoe store in downtown Manila. Since then, it has phenomenally evolved into a department store, a chain of retail stores, and later shopping malls. Today, its holding company SM Investments Corporation is one of the country's leading conglomerates.

Mr. Sy's children were growing up at the same time his business was starting so that they had exposure to it early on in life. "They were involved in the business from the time they were very young," he has said in an interview. Mr. Sy instilled in his children the importance of good values in business, hard work, determination, integrity and optimism.

When SM evolved from a shoe store to a department store in the 1970s, his eldest daughter Tessie was his teammate especially in the merchandising and marketing aspects. Challenged by her father to fill up the new store in Makati, she did much more.

With her keen pulse of the market and impeccable taste, she made SM a fashion destination – making her trendy ready-to-wear clothes affordable to many Filipinos, and developing homegrown designers.

Today, Ms. Sy-Coson also works closely with the group's mall operations through SM Prime Holdings, where she sits as an Adviser to the Board of Directors. On the global stage, Tessie Sy-Coson's achievements have not gone unnoticed. She was named one of Fortune Magazine 50 Most Powerful Women in Business for 10 years, and has been in Forbes Asia's Power Business Women list for the past three years. She has also received numerous awards in the banking sector, including the prestigious Retail Banker of the Year award by the Asian Banker in 2012. Recently, she was appointed as a member of the ASEAN Business Advisory Council representing the Philippines.

This year, the Philippine Retailers Association honors Ms. Tessie Sy-Coson as Philippine Retailing's Women Visionary Leader.

Started in 2005 to honor and recognize the men and women who have made an indelible mark in the retail industry, Ms. Tessie Sy-Coson now joins other visionaries of retail who have received the prestigious award, whose past honorees included: Mr. Henry Sy, "Father of Philippine Retailing"; Mr. Fernando Zobel De Ayala, "Pillar of Philippine Retail Development"; Mr. Jorge L. Araneta, "Pioneer of Retail Entertainment"; Ms. Socorro Cancio Ramos, "Matriarch of Philippine Retailing"; Mr. John L. Gokongwei, Jr., "Champion of Retail Entrepreneurship"; Amb. Bienvenido Tantoco Sr., "Father of Luxury Retailing"; Mr. Mariano Que, "Father of Health and Wellness Retailing"; and Mr. Samie Lim, "Pillar of Philippine Franchising".





OUTSTANDING FILIPINO RETAILERS

PRODUCT	30%
OPERATIONS	20%
SALES & MARKETING	20%
SOCIAL CONSCIOUSNESS/ ENVIRONMENT	15%
REPUTATION	15%
	<hr/>
	100%



BOARD OF JUDGES

Outstanding Filipino Retailers



Hon. Gregory L. Domingo
Secretary
Department of Trade and Industry
Chairman



Mr. Lorenzo C. Formoso
President, PRA
COO, Duty Free Philippines
Co-Chairman

Member Judges



Mr. Frederick D. Go
Chairman
Philippine Retailers Association



Mr. Jorge T. Mendiola
Vice Chairman
Philippine Retailers Association



Mr. Mars C. Chua
Vice Chairman
Philippine Retailers Association



Ms. Ma. Alegria S. Limjoco
Chairman
Phil. Franchise Association



Mr. Johnny Hubilla
President
Hubilla Design



Ms. Mary Margaret C. Martinez
Retail Director
GFK Asia Pte. Ltd.



Ms. Gerlie I. Taylor
Managing Consultant
Consultus

Official Tabulator

Ms. Belinda T. Beng Hui
Partner
SGV & Co.

FASHION DAY. EVERYDAY.



THE  STORE

THE SM STORE

OFR WINNERS THE SM STORE HALL OF FAME

Full Line Department Store Category

Great shopping goes to the South Metro area with the opening of the new SM Store at SM City BF Parañaque on November 29, 2013. The 48th branch in the SM Store network will serve shoppers in the bustling Sucat-Parañaque area, giving residents in the nearby BF subdivision at premier shopping experience closer to home.

The 12,900 square-meter, three level store is the latest of the new generation SM Stores, which redefines what the SM Store is in today's competitive market. Like the new generation of SM Stores, SM Store BF Parañaque sets the same fun, chic and easy-to-shop retail environment through its fashionable color palette, sophisticated lighting, and creative design details.

Designed by New York-based firm Point Design Inc., SM Store BF Parañaque features dynamic lines and unconventional shapes throughout the store. Here, art meets great design and great shopping, with its design concept primarily inspired by geometric abstraction, a form abstract art based on the use of geometric forms to create a composition. The designers

drew ideas from the artworks of American minimalist sculptor Richard Serra and Argentinean painter Rogelio Polesello.

Shoppers can immediately get a sense of the store's playful character through the design feature at the entrances—a series of colored geometric ceiling coves reminiscent of one of Polesello's paintings. A similar concept, but in a larger scale, was used for the atrium walls. In keeping with the concept of angles and diagonal lines, the center pad walls were arranged diagonally to give the store a different dimension.

SM Store's services go beyond shopping. They can pay their bills, exchange foreign currency, avail of BDO Remit services while shopping; and also enjoy the convenience of a Gift Registry in the store, all in one stop.

The new SM Store is located at SM City BF Parañaque at Dr. A Santos Ave. cor President's ave., Brgy BF Homes, Parañaque.



OFR WINNERS

STARBUCKS

HALL OF FAME

Foreign Brand Retailer
Food Retailer-Large Category



The Starbucks Story

Our story began in 1971. Back then we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market. Today, we are privileged to connect with millions of customers every day with exceptional products and nearly 18,000 retail stores in 60 countries.

Starbucks Mission

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Our Coffee

We've always believed in serving the best coffee possible. It's our goal for all of our coffee to be grown under the highest standards of quality, using ethical sourcing practices. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select the highest quality beans. And our master roasters bring out the balance and rich flavor of the beans through the signature Starbucks Roast.

About Starbucks Corporation

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality Arabica coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

About Starbucks Philippines

December 4, 1997, the Philippines had its first taste of the Starbucks Experience with its very first branch at the 6750 Ayala Building in Makati City. Starbucks has since won the hearts of the Filipinos. The opening of the 6750 Ayala store

marked an important milestone in our history – the Philippines became the third market to open outside North America. The tradition of warm hospitality, constant need for connection, and love for coffee – these are the qualities that make Starbucks Coffee and the Filipino people a great culture fit.

Our Products

Starbucks offers a range of exceptional products that customers enjoy in our stores, at home, and on the go.

Coffee: More than 30 blends and single origin premium coffees.

Handcrafted Beverages: Fresh brewed coffee, hot and iced espresso beverages, Frappuccino® blended beverages and non-coffee blended beverages and Tazo® teas.

Merchandise: Coffee and tea brewing equipment, mugs and accessories, packaged goods, and gifts.

Fresh Food: Baked pastries, sandwiches, salads and fruit cups.

Consumer Products

- Coffee and Tea: Whole bean and ground coffee, Starbucks VIA® Ready Brew, Tazo® tea filterbags.
- Ready-to-Drink (RTD): Tazo® bottled and juiced teas.

Being a Responsible Company

At Starbucks, we have always believed in the importance of building a great, enduring company that strikes a balance between profitability and a social conscience. Environmental Stewardship: We share our customers' commitment to the environment. And we believe in the importance of caring for our planet and encouraging others to do the same. It is our goal that by 2015, 100% of our cups will be reusable or recyclable. We will also work to significantly reduce our environmental footprint through energy and water conservation, recycling and green construction.





OFR WINNERS

VIKINGS

MOST PROMISING RETAILER

Food Category

Vikings Luxury Buffet is a restaurant establishment that began its ambitious journey on April 2014 under the Pacific Apex Food Ventures Group. The group's mission is to provide Philippines' with the number one buffet restaurant in the country by serving premium quality ingredients, impeccable service, and hotel-like ambience at an affordable rate.

Since its opening of its first branch in SM Mall of Asia, Vikings has expanded its brand name across Metro Manila and other province areas: Vikings SM Marikina, Vikings SM North EDSA, Vikings SM Lanang Premier Davao City, SM Megamall Mega Fashion Hall, and NIU by Vikings SM Aura Premier (respectively).

Each branch is distinct and unique on its own due to the different "flare" that it brings to the table, such as its menu and ambience. An Executive Chef assigned in each branch curates the menu with his/her own style, giving guests a reason to visit each branch. In addition, each branch uses different themes to its interior: Vikings Mall of Asia, our first and flagship store, incorporated nordic elements (from its brand name: Vikings) into its interior design with the two Vikings ship figure heads welcoming guests as soon as they immerse themselves into the dining area; warm brown colors also surrounds the branch to give it a realistic ship-like ambience.

Vikings Marikina, our second branch, has a vintage and home-like theme that gives guests a more cozy ambience when dining, as if they're dining right at their own home kitchen. Vikings North EDSA, our third branch, has a black and white theme that gives off a classier ambience.

Vikings Lanang, our fourth branch, incorporates modern Filipino decor into its interior using earthy colors and rattan. Vikings Megamall's interior, our fifth branch, patterned its interior after an art museum to symbolize that each food created by the Vikings Chef is a masterpiece.

The latest branch, NIU by Vikings, is an elevated fine dining buffet restaurant that emphasizes on details in food and service, located on the 6th floor of SM Aura Premier; NIU means nine in the Vikings language, taken from the concept of "cloud nine."

Within the next five years, the Pacific Apex Food Ventures Inc. plans to expand three more Vikings branches in SMBF, Bacolod, and Cebu. In addition, bringing in new foreign food brands as well as creating new brands that will develop new food trends in the Philippines.





OFR WINNERS

BAMBU

MOST PROMISING RETAILER

Non-food Category

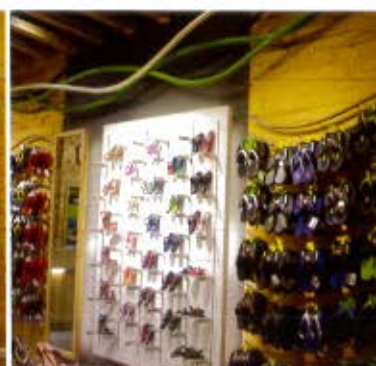
BAMBU

Fashion-forward, hip and innovative--that's BAMBU's promise to its customers. BAMBU has established its place in the market as one of the top-of-mind footwear hub in the country, housing the famous Brazilian Brands: Ipanema, Grendha and Rider. This earthly and relaxing boutique entices people to enjoy shopping and had received a lot of positive review from the time it opened four years ago.

From a humble start of one concept store in Glorietta, BAMBU blossomed to twenty-two stores, bringing the comfort of shopping for top of the line footwear brands in key cities and provinces nationwide. BAMBU offers a shopping convenience that has personalized quality services from well-trained staff ready to assist customers with their decision making and give them the service they truly deserve.

People who love to pamper their feet are welcome to visit BAMBU at the following malls: Glorietta Makati, Abreeza Mall Davao, Marquee Mall Pampanga, Alabang Town Center, Trinoma Mall QC, Bonifacio High Taguig, Gateway Mall, Ayala Fairview Teraces, Ayala Center Cebu, Robinsons Place Ermita, Robinsons Place Palawan, Robinsons Place Butuan, Robinsons Place Iloilo, Robinsons Place Isabela, Harbor Point Mall Subic, Centrio Mall CDO, Northpoint Bacolod, The District Cavite, Gaisano Mall of Davao, KCC Mall of GenSan, Paseo De Sta. Rosa, Pavillion Mall Binan, and Riverbanks Mall Marikina. Watch out for more BAMBU stores to open soon!

Like us on Facebook: www.facebook.com/BambuPhils



Apag Marangle was conceptualized as a Kapampangan restaurant that promotes Kapampangan culture and values. It redefines traditional cooking and service. Apag Marangle pursues traditional cooking that only a Kapampangan home provides, its grandeur in preparation, from ingredients and manner of cooking and planning. Apag Marangle dining is a feast of good food where bonding with family and friends is celebrated. The architectural design gives an ambience of simplicity and nature's gift of serenity.

Apag Marangle's mission is to provide a dining avenue where authentic Kapampangan cuisine is characterized by excellent food and outstanding service and hospitality brought about by a dedicated and a highly motivated team. The restaurant likewise offers to significantly contribute to the local and national tourism by making Apag Marangle a must-visit dining destination. Also incorporated in the mission is to promote and preserve Kapampangan culture and music as well make a solid stance in environmental concerns. All these as well as our clientele's utmost satisfaction and our employees' holistic development translate to a singular vision of making Apag Marangle the best Kapampangan restaurant in the country.

OFR WINNERS APAG MARANGLE REGIONAL CATEGORY



OFR WINNERS

RUNNR

SPECIALTY RETAILER

Small Category



RUNNR is the first and only specialty store of its kind with all manner of runners in mind. RUNNR features an exclusive Footworx Fitting process, a combination of three, state-of-the-art technologies: FootDisc, High-Speed Video Gait Analysis, and the Custom Insole Molding. The store is the first and only store in the country (and possibly the world) to offer all three technologies under one roof.

A team of highly trained staff can take each customer through the Footworx fitting process to be able to offer accurate and comprehensive recommendations based on an individual's foot type and gait characteristics. First, foot morphology is analyzed using the RUNNR "Footdisc" Analysis System, which uses a thermodynamic system to determine foot type. Second, using the high-speed video gait analysis, customers will run on a treadmill while the camera captures the way they run, checking their pronation angle as they go through their normal gait cycle. Then they can compare different shoes to find the one that works best for them. Lastly, RUNNR offers the 'Flashfit' custom insole molding process where insoles are heat-treated to make the perfect insoles in while you wait. These customized services ensure that whatever one's requirements as a runner, the shoes and optional insoles minimize foot instability for better shock absorption, and minimize fatigue while reducing the chances of injury.

RUNNR is the brainchild of Toby Claudio, President of Toby's Sports, the country's largest and most popular sports retail chain. RUNNR also offers the running gear from all the top brands such as Adidas, Asics, Fuelbelt, Gu, Brooks, Nike, Polar and many more. It is also the first to launch the revolutionary line of Newton Running Shoes and CW-X compression apparel in the country.

Other running gear and accessory brands available at RUNNR include Yurbuds, Halo head bands, Xtenex, Speedlaces, TYR, Equipe, Spenco and Oakley among others. RUNNR provides the local running market with the best products, advice, and accessories relevant to the sport.

RUNNR's first branch opened in 2009 at Bonifacio High Street. Since then it has opened three more outlets in Trinoma, Alabang Town Center, and Ayala Center Cebu. RUNNR has also expanded and introduced RUNNR corners in Toby's outlets in SM Mall of Asia, Shangri-La Plaza, Abreeza Davao, and Limketkai Mall Cagayan de Oro.





We are in the business of preserving memories. Our mission is to deliver quality pictures and excellent service at reasonable prices. Listening to people, we believe, is the key to success. As a result, we keep re-inventing ourselves to better satisfy our customers.

Picture City can be divided into three parts: image printing, studio photography, and merchandise.

Image Printing

To ensure the highest print quality, Picture City prides itself with having the latest in printing technology. All of our branches nationwide are equipped with digital printing machines making every store capable of accepting all types of media such as digital files, cellular phone images, film, and photographic prints. Furthermore, digital order stations allow customers to view and select pictures leisurely for printing.

Further, with the arrival of digital technology, many are content in keeping photos in hard drives, flash disks, memory cards, and CDs, unmindful of the fragility of these media. Losing these irreplaceable memories because of a hard drive crash, CD degradation or memory card failure is truly painful and defeats the reason why we take pictures in the first place, to preserve and remember the best of times. As such, the 10+3 promotion also encourages digital printing to serve as a safeguard against such grief. We at Picture City believe that the best way to make sure your precious moments last, is to still have them printed and printed affordably.

For those tired of straight-forward printing, Picture City has the photo diary. We layout pictures in templates of a chosen theme such as travel, baby, wedding, etc. and assemble them in a sturdy, timeless designed storybook complete with captions. This new, innovative and jazzed up way of organizing and keeping photos help bring one back to the moment to relive the excitement of the experience! The smell, the sounds, feel of the moment, remembered with the photo!

Studio Photography

Picture City is the pioneer in affordable and outstanding studio photography. Recognizing the fact that the desire to capture memories spans across all ages and demographics, we offer various photo packages, solo/ duet, barkadahan, babies, family, graduation, sweetheart, and portfolio shots packages to meet all needs. Furthermore, hip backgrounds, stylized poses, portrait packages, and wallet size prints make us very popular among the youth. Thus, our studio tagline KUHA ANG KILIT NG BARKADAHAN is born.

OFR WINNERS PICTURE CITY SPECIALTY RETAILER Medium Category

We also do large format art canvas printing so our customers can now display their portraits like works of art.

Merchandise

Picture City offers a wide variety of photographic equipment from low-end to professional digital cameras. They are showcased in accessible areas for easy viewing and product demonstration. We carry well-known brands such as Samsung, Fuji and Nikon. We also have up-and-coming brands that are not as pricey to service our broad range of customers. We really make it a point to spend time in teaching and explaining the cameras to our customers and not just hand out brochures or flyers for them to study on their own.

We sell several supplies like batteries, memory cards, picture frames and albums. Since we aim to preserve memories, we have created our own line of albums called Vintage* Memo Albums. These are book bound albums with memo spaces beside each photo for the user to write his or her thoughts to better capture the moment. These are exclusively sold at Picture City. Same with our wallet size albums which can only be found in our stores.

Picture City is a fun and exciting group. Our store personnel are mostly young and friendly but most of all dedicated to the highest quality of service. Creativity is highly encouraged as well as professional pride in our work. Several store contests and incentive programs have been created to introduce new ideas and to further improve their skills.

Picture City is here to serve anyone who enjoys taking pictures and likes having their pictures taken. Giving value in preserving happiness is our business.





GLOBAL CONQUEST STARTS HERE.

The humble rattan - a material made from Palm trees - transforms into highly coveted pieces with talented designer Kenneth Cobonpue. A Cebu native, Cobonpue has been hailed by Time Magazine as Rattan's First Virtuoso. With A-list clients ranging from Hollywood actors to London's royalty as well as prestigious awards from Asia to Europe under his belt, Cobonpue proves that a powerful vision can conquer the world.

Read It. Live It.

THE PHILIPPINE
STAR
YOUTH SHALL PRESENT



Engage all senses for the
ULTIMATE SENSORY BRAND EXPERIENCE
Make your Brand **smell good, sound good, and look good.**

The Science of Sight, Sound and Scent



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with the Right Music
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A quality sound solution that enhances the experience
that you create and significantly impacts to your success.



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OFR WINNERS

HANDYMAN

HOME IMPROVEMENT CENTER



Handyman Do It Best received the Outstanding Filipino Retailer – Home Improvement Category last March 19, 2014 given by the Department of Trade and Industry and Philippine Retailers Association during the 17th Outstanding Filipino Retailers and Shopping Centers of the Year 2013 Awards Night.

A subsidiary of Robinsons Retail Holdings, Inc. Handyman Do It Best was established in 1994 and is the 2nd largest mall-based hardware and home improvement store in the Philippines. Handyman Do It Best is a member of Do It Best Corporation, one of the biggest cooperatives in the United States.

With 111 stores in the Philippines, Handyman Do It Best aims to reach more customers and make hardware shopping more convenient and pleasurable for the Filipino community.

Handyman Do It Best continues to open more branches nationwide as it celebrates its 20th year. Offering various affordable and high-quality products for each household, the product assortment ranges from power tools to home organizers and décor, lawn and garden tools, pet care products, care care and engine maintenance, lightings, paints and more.

Aside from product assortment, Handyman Do It Best provides convenient services to customers such as key duplication and corporate credit line offered for corporate clients for hassle-free and cash-free shopping.

Driven to excel in the Home Improvement Category, Handyman Do It Best continuously provides customers with unique shopping experience through promotions, product demos and events to showcase the products being sold at the store.





OFR WINNERS

MINT

FASHION-APPAREL

Small Category



Fashion trends change so fast every season. The hunger of fashion-conscious Filipinos for the latest styles need to be constantly satisfied. This kind of craving drove fashionista business couple Jopet and Stella Sy to introduce fresh, fearless and fun fashion that led to the creation of Mint since 2002.

FRESH

At Mint, a dynamic clothing line suited to various styles and personalities is easily accessible. Mint outfits are top of the line, trendy and available for all ages.

FEARLESS

From strictly ladies apparel store, Mint now offers men's clothing lines that created a stir in the country's fashion arena. Quality products with distinctive designs and a unified brand image makes Mint deliver a strong fashion statement.

FUN

Differentiated from the typical apparel stores, Mint has elegant and flirty designs which everyone can experiment on with totally out-of-the-box designs to suit their own personality. The "preppy" product line guarantees bubbly, one-of-a-kind clothes but classic clothes that will always look stylish.



OFR WINNERS

FOLDED & HUNG

FASHION-APPAREL



Adenip Incorporated is one of the most dynamic and promising fashion forward Filipino apparel retail corporations in the Philippines. It owns and manages the brand name FH|folded&hung, which has become one of the leading local fashion brands of today.

FH|Folded & Hung boasts of its position as a major fashion trendsetter label. It caters to men and women who love and breathe fashion and are in tune with the latest trends on the runways. F and H challenges itself to live up to its customers expectations, up to date trends with value for money. What sets FH|folded&hung from other retailers is that it maintains and boasts of merchandise and marketing efforts that are in line with the company's ideals and visions. And that is to become the preferred and leading retail chain of stores providing current and fashionable clothing at competitive prices with excellent personalized customer service. Folded and Hung products reflects the lifestyle and personalities of its consumers with its hip, stylish and fashionably designed clothing line and accessories.

FH|folded&hung's corporate structure is focused on communication. Management keep open lines of communication and has high regard for every team member's ideas and suggestions. The company believes that each member of the company is capable and competent to produce ideas that can uplift the standards of the company and its products. The company also places emphasis on team work and not competition amongst team members. With these, management is able to promote a healthy working environment within the organization.

FH|folded&hung is challenged to become the Philippines' best apparel brand and to be able to tap the global market. It is also committed to uplift the standards of the local retail industry by providing Filipinos with excellent, high quality, and globally competent products and services through the employment of highly creative and competent individuals.

Corporate Vision

To provide high street fashion for all.

Corporate Mission

We commit to build a lifetime customer relationship by providing them with the best of fashionable products, affordable prices and excellent customer service.

We commit to provide competitive compensation, personal and professional growth and a dynamic and healthy working environment.

We commit to provide our stockholders with good returns on investment.

We commit to build a productive and lifetime business relationships with our suppliers and corporate alliances.

We commit to provide support to the community in their continuous social and environmental development.



If you think we reach only businessmen, think again.

We have a significant number of women readers.*

In business, it's no longer just the men who rule. Women have become important power players in the industry. So it's no surprise that we've gained more women readers over the years.

Majority of our readers are influential people whose decisions impact greatly on today's business environment. People who spend their hard-earned currency on high-ticket items. 63% of our market are in their 20's to 40's. Around 40% engage in an active lifestyle. And yes, we do reach the class C market.

While it's true that we reach the privileged crowd, we've found that many of them eat at fast-food restaurants and buy their gear at the local sports shop.*

We reach a broader market than you'd expect. If you think BusinessWorld readers think only of business, think again.

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For a more detailed presentation, give us a call at (02) 535-9941 or (02) 535-9901 local 204, and we'll be glad to assist you.

* Based on the results of the study conducted by The Nielsen Company (Philippines), Inc., Image and Readership Study, among 200 readers/subscribers of BusinessWorld, July 2007.





THE SM Store, Hall of Fame - Full Line Department Store Category



STARBUCKS - Hall of Fame, Foreign Brand Retailer - Food Retailer (Large Category)



VIKINGS, Most Promising Retailer- Food Category



PICTURE City, Specialty Retailer (Medium Category)



HANDYMAN, Home Improvement Center



MINT, Fashion-Apparel (Small Category)



PRA President's Awardee - Tessie Sy-Coson



CELINE, Fashion-Shoes and Bags (Large Category)



JOLLIBEE, Food Retailer (Large Category)



BENCH Fix Salon, Services (Medium Category)



FOREVER 21, Foreign Brand Retailer - Fashion Apparel (Large Category)



CHARLES & KEITH, Foreign Brand Retailer - Fashion Shoes & Bags (Medium Category)



ACE Hardware, Foreign Brand Retailer - Category Killer



BAMBU, Most Promising Retailer - Non-Food Category



APAG Marangle, Regional Category



RUNNR, Specialty Retailer (Small Category)



FOLDED & Hung, Fashion-Apparel (Medium Category)



BENCH, Fashion-Apparel (Large Category)



DC Shoes, Fashion-Shoes and Bags (Medium Category)

THE OUTSTANDING FILIPINO RETAILERS and SHOPPING CENTERS of the YEAR AWARDS 2013



R.O.X., Category Killer



RUSTAN'S Supermarket - Supermarket Category



DOROTHY Perkins, Foreign Brand Retailer- Fashion Apparel (Medium Category)



SM Center Muntinlupa, Shopping Center of the Year (Small Category)



ROBINSONS Magnolia, Shopping Center of the Year (Medium Category)



SHANGRI-LA Plaza Mall, Shopping Center of the Year (Large Category)

LIVE LIFE WITH FLAVOR

FULL PRINT SLIM TEE

A man with dark hair and a slight smile is wearing a white t-shirt with a tropical print of palm trees and a beach scene. He is standing against a light gray background. The t-shirt has a full print design with palm trees and a beach scene. The text "LIVE LIFE WITH FLAVOR" and "FULL PRINT SLIM TEE" is overlaid on the image. The Bench logo is in the bottom left corner.

BENCH/

OFR WINNERS

BENCH

FASHION-APPAREL

Large Category

BENCH/



Bench – the registered trademark of Suyen Corporation – is the contraction of the name of marketing maverick Ben Chan, and his lifework, his ongoing dream and his motivation.

As Chairman and Executive Creative Director, Chan, with Virgilio and Nenita Lim, nurtured Bench to become the Philippines' most successful crossover in the fashion and lifestyle industry. Bench was the first in the Philippines to grasp a global phenomenal trend: the reinvention of the world's most innovative fashion labels from "not just fashion, but an entire lifestyle." Because of this, it is credited for almost single-handedly spawning an entire industry of its own in the country, whereby the company's firsts were also firsts for the industry as a whole.

Beginning in 1987 with a small store selling men's t-shirts, Bench grew at an unparalleled rate by being the pioneer in the use of celebrity endorsers, television and giant billboards to propel a fashion brand that offers premium quality products at affordable prices. As it nears 20th year, Bench has consistently been as respected trailblazer of fashion marketing, garnering almost every single prestigious award in trade, advertising and merchandising for its effort.

To date, Bench has grown to include a ladies' line, underwear, fragrances, houseware, snacks, and a wide array of other lifestyle products, with the distinction of being present in virtually every retail space in the Philippines, and with a

worldwide network of stores and outlets, reaching as far as the United States, the Middle East and China. Suyen Corporation has also successfully penetrated the service industry, with its beauty salons and internet café, as well as furniture and cosmetics. As it sliced through demographical divisions – age, gender, socio-economic status – a stirring slogan, "Live Life with flavor", became the company's current creed.

And beyond its leadership in the fashion industry, Bench has given back remarkable contributions to Filipino culture, with the release of the coffee table book *Pinoy Pop Culture*, an intelligent and entertaining encapsulation of the contemporary Filipino. Bench has had a hand in the revival of the Filipino national costume and the support of top caliber local designers, and is a well-known philanthropist in the areas of Filipino education and sports.

The natural progression of Suyen Corporation remains faithful to its core sensitivity to global trends: it is now spearheading a two-pronged expansion of bringing in top global fashion and lifestyle brands to the Philippines, while maintaining a relentless momentum in bringing out the Bench brand overseas, with concentrated efforts in mainland China. The much-applauded opening of the Bench Body boutique in Shanghai in 2002, as well as the launch of the 3,000 sq. m Superbench, marked a new age for the Philippines' most esteemed fashion company, as it has matured into a true global brand that holds its own in the vastest market in the world.

OFR WINNERS

DC SHOES

FASHION-SHOES AND BAGS

Medium Category



DC is exclusively distributed in the Philippines by Primer Group of Companies and now has a total of 13 stores. It quickly grew to be a leader in performance skateboarding shoes and action sports brands. As one of the cornerstones of its marketing strategy, DC has built a world-class team of professional skateboarding, snowboarding, surfing, BMX, motocross rally athletes that exemplify and enhance DC's brand, develop its signature products, and support its promotional efforts.



R.O.X.
**Recreational
 Outdoor
 eXchange**

www.rox.ph

OFR WINNERS
R.O.X
 CATEGORY KILLER



Earning a reputation in the retail industry as a pioneer in outdoors advocacy requires the linking of commerce and community into a solid partnership, where business and people grow in harmony. The aim is basically to build a community of outdoor enthusiasts, advocating environmental conservation.

This is precisely the reason why Recreational Outdoor eXchange (R.O.X.) is creating raves in the outdoors industry with its unique insights on people and environment. It is not only the largest outdoor sports and recreation superstore in Southeast Asia with vibrant well-designed spaces but a corporate giant which encourages the non-professional athlete to become an outdoor enthusiast.

R.O.X. simply derives satisfaction in providing the tools of trade for the outdoor enthusiast, and subsequently provides outdoor experiences to sustain consciousness of people on issues pertaining to environment.

At R.O.X., one does not end where world-class outdoor products are marked. It is always involved and concerned, and always at the forefront of campaigns that give the superstore its soul.

As it works closely with the Department of Tourism (DOT), R.O.X. has been at the helm of promoting sustainable adventure programs that other stores are unwilling to explore. The wide-range of community events—from race registrations, pre-climb events, exhibits to various inspiring outdoor talks—is rolling out as scheduled. The involvement in managing expeditions and supporting a number of athletes is also a major undertaking of R.O.X.

In general, R.O.X.'s wide range of events and activities intends to inform, educate and build the outdoor community, advocating environmental conservation along with published books that promote adventure travel and environmental awareness.

Likewise, R.O.X. remains at the forefront of the trade, offering a variety of outdoor gear: camping, hiking, mountain climbing, cycling, watersports, adventure travel and wellness to ensure an ultimate worry-free outdoor experience. Each item bought spawns a cycle of giving back to communities.

In the Philippines, R.O.X. boasts of stores in Bonifacio High Street, Taguig City; in Ayala Center, Cebu City; Marquee Mall, Pampanga, Camp John Hay Baguio, Ayala Centrio Cagayan De Oro, and The District North Point. These stores carry commodious product lines that defy limitations.

These stores carry the biggest names in outdoor sports and recreation, including: The North Face, Columbia Sportswear, Mountain Hardwear, Salomon, Sanuk, Black Diamond, Osprey, Go Pro, Fox Racing, Quiksilver, Roxy, Volcom, Fitflop, Garmin watches, Giant bikes, Trek bikes, among others.

What R.O.X. wants to get done is get everyone outside—to experience firsthand the outdoors, outlive every exhilarating moment and unleash the adventurer in every one!

R.O.X. is a member of the Primer Group of Companies. Like us up on Facebook (R.O.X. Philippines) or follow us on twitter and instagram @ROX_Philippines, e-mail us at rox.cs@primergrp.com.

36 YEARS OF
UPLIFTING WOMEN.
THANK YOU FOR YOUR SUPPORT.

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CLN

C E L I N E

OFR WINNERS
CELINE
FASHION-SHOES AND BAGS
 Large Category

CLN began as a quaint shoe boutique sitting prettily on the streets of the rich Old Manila in Escolta —unassuming, simple and quite intriguing in her time. Even in 1978, she was a head turner, attracting women who knew better and whose tastes varied from stylishly practical to effortlessly elegant. In so many ways, she revolutionized the way women wore their shoes. Footwear was no longer just an accessory that women strutted in and around town; when CLN came into the scene, shoes were never just shoes, they became statements of personality, of good taste and sophistication. During a time when even the Fashion Industry was undecided which direction it wanted to go, CLN has already proved that it was, and still is a cut above the rest and quite frankly, it has never looked back since.

As times changed and women became recognized as sources of power and beauty, the brand then grew in Herculean proportions, acquiring the kind of sensibility that simply begged the question: “who says you can’t have it all?” CLN knows that the secret to having it all is actually knowing that you already do and so it metamorphosed into a force to contend with by redefining how shoes are made and what they’re made for. The brand grew a natural proclivity for excellence, concentrating on craftsmanship and detail, function and form, style and simplicity. CLN started to produce the kind of shoes that women want and need, the kind of shoes they take from 7am meetings to 9pm dinners and all the other times in between. The kind of shoes that helped define the little moments in their lives. It has become quite clear since then that CLN was no longer just another shoe boutique in the old streets of Escolta; to Filipinas it was the only go-to brand for all the other significant moments in their lives. It was a mesmerizing kind of loyalty that has seen CLN through the years, and sometimes, even for a shoe brand of humble beginnings, it doesn’t get much better than that.

And so it went its merry, fashionable way, growing into an empire of more than 60 stores around the country, and even being inducted into the Philippine Retailers Association’s Hall of Fame by winning the Filipino Retailer of the Year Award five times because, well, there’s just no stopping a long standing tradition of practicality and style.

CLN is proof that when things are good, they’re really good and nothing is as captivating as that.



OFR WINNERS

JOLLIBEE

FOOD RETAILER

Large Category



JOLLIBEE is the largest fast food chain in the Philippines, operating a nationwide network of 791 stores. A dominant market leader in the Philippines where it is also well-loved and considered a national icon, Jollibee enjoys the lion's share of the local market that is more than all the other multinational fast food brands combined.

The company has embarked on an aggressive international expansion plan in line with its mission to serve great tasting food and bring the joy of eating to everyone.

Jollibee currently has 98 stores located in the USA, Vietnam, Brunei, Jeddah, Qatar, Kuwait, Hongkong and most recently, Singapore – establishing itself as an international quick service restaurant (QSR) player.

A company that values family

Jollibee was founded by Tony Tan Caktiong and his family with its humble beginnings as an Ice Cream Parlor which later grew into an emerging global brand.

At the heart of its success is a family-oriented approach to personnel management, making Jollibee one of the most admired employers in the region with an Employer of the Year Award from the Personnel Management Association of the Philippines, Best Employer in the Philippines Award from Hewitt Associated a Top 20 Employer in Asia Citation from the Asian Wall Street Journal.

In the Philippines, Jollibee is widely considered a source of national pride, consistently earning awards and accolades over the years. Most recently, it was cited in the ASEAN Business Awards under the Innovation Category (for large corporations). It was also included in the International Travel + Leisure magazine's 2012 list as one of the "best fast food chains in the world".





OFR WINNERS

BENCH FIX SALON

SERVICES

Medium Category

It has been twelve years and six months since Bench Fix opened its first salon in Robinson's Place Ermita, with almost 20 young artists trained under the wing of professional hairstylist and salon guru Alex Carbonell—who was handpicked to fulfill Bench's vision to extend its service in PCX (Personal Care Exchange), their fast-growing health and beauty store chain. "Where there are beauty products, there should also be beauty experts," was the mantra. But since Bench's expertise was in retail products and garments, the international design artist, who has been in the industry since 1987, was chosen to be the creative director of Bench Fix Salon.

Training was a crucial part of the process, as it took five months to prepare Bench Fix's roster of hairstylists. The expertise of that first batch has since been transferred to forthcoming batches, and today, the Bench Fix name is equivalent to trendy hair cutting done in the most innovative and technical ways. Now, as before, the brand continues to fulfill its vision of being a fast, yet precise, haircutting hub that has gained for itself a whole host of clients, serviced in over 66 company-owned & 9 franchise stores nationwide. This year, we opened 5 new salons, to cater to its clientele of young professionals, students, and trend-seeking members of the youth.

Four basic tenets ground the Fix Salon experience:

First is quality at low cost, which is a unique selling point of the brand. Whereas other salons flout high price tags for their cuts and treatments, Bench Fix gives consumers value for their money, educating their haircutters in the latest trends, as well as providing topnotch shampoos, conditioners, hair dyes, and styling aids. In fact, Bench Fix styling aids have become so popular and well-loved that they have spun off into a line of their own, distributed in Bench stores and even in other outlets nationwide.

The second tenet again reflects Bench Fix's premium on training. This, of course, refers to the fact that each hairstylist

is trained by the best instructors and hair educators. Up until now, even after 63 batches, the same level of quality is upheld in every cut, color, and treatment. Other services also include basic grooming needs, like manicures, pedicures, and waxing; as well as make-up services for special occasions—all carried out by an expert team, whose artists are given a chance to train abroad. With each batch, senior stylists and junior stylists work together to support an ever-changing yet continually professional environment.

This relates to the last two tenets of Bench Fix Salon—to uphold the highest standard of beauty, as well as maintain utmost salon professionalism. In this, the salon is guided by an ultimate vision: to be the best in the hair industry through innovative skills, technical expertise, & creative identity.

These are evident in all the campaign materials of Bench Fix Salon, whose billboards were graced by Diether Ocampo, Iya Villania, John Prats, Jake Cuenca, Georgin Wilson, Isabelle Daza, Aljur Abrenica, Solenn Heussaff, Bianca Gonzalez and Raymond Gutierrez—young talents who, just like the brand, exude change, success, innovation, talent and youth. Every concept is thought of by Ben Chan as the head creative person of the entire Bench Group, while Alex executes the haircuts, styling and make-up.

The innovation continues with Studio Fix by Alex Carbonell, a more high-end spin-off for Bench's elite clientele, located in Greenbelt 5. When Alex decided to work full-time with Fix, the Bench group then decided to come up with a salon where service is more personalized, paying attention to every detail and making use of more innovative and high-end products. At Studio Fix, the creative learning director has now become a chief creative artistic director, fine-tuning techniques for excellent salon services and a truly inviting and luxurious experience, in line with Bench Fix's emphasis on quality.



Rustan's

SUPERMARKET

Where shopping for food is a pleasure.

Your **everyday** fresh source.



Makati-Gonetta • Shangri-La EDSA Plaza • Gateway Mall • Katipunan • Fairview Center Mall • Magallanes • San Antonio Forbes Park • Greenbelt 1 • Corinthian Hills • Tomas Morato •
Paseo Center Makati • Evia Daanghari • Ayala Alabang • San Juan-P.Guevarra • Alhambra Makati Place • Century City Mall • Banawa Cebu • Ayala Center Cebu • CDO Centro Mall



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Rustan's

SUPERMARKET

Where shopping for food is a pleasure.

OFR WINNERS

RUSTAN'S SUPERMARKET

SUPERMARKET CATEGORY

MARKETPLACE

by Rustan's

Rustan's is a household name with a strong recall and loyal customer following from the AB market. Having been founded in 1970, the heritage value of the Rustan's name is very strong. It is the "go-to" store for high quality local and imported fresh and packaged goods, earning a dominant position in the upscale grocery retailing segment. Despite its unmatched position in the upscale market, Rustan's does not rest on its laurels and continues its mission to be the best premium supermarket in the country.

Rustan's Supermarket has always been known as an innovator, especially in the area of merchandising and marketing. It introduced many groundbreaking promotions such as the buy-1-take-1 offer, and Grocering, the first ever grocery delivery in the country. Rustan's was also the first retailer to source quality products from all over the world in commercial quantities, defining the concept of modern food retailing in the Philippines. In fact, it was the first supermarket to bring Kikkoman soy sauce and Chupa Chups to the Philippines many decades ago.

In 2013, Rustan's Supermarket Rockwell was transformed into a whole new world of luxe grocery and lifestyle shopping--Marketplace by Rustan's, where sophisticated supermarket shopping is a delightful affair with the world in one market place. At present, Rustan's Supermarket is continuously expanding with 16 branches in Metro Manila, 2 in Cebu, 1 in Cagayan De Oro and 1 Marketplace by Rustan's.

Rustan Supercenters, Inc. (RSCI) is the operator of Rustan's Supermarkets, the Shopwise chain of hypermarkets and Wellcome. It is a leader and pioneer in the grocery shopping industry, well known for its focus on quality, customer service, and fresh food. RSCI is a member of the Dairy Farm International Group -- a multinational company that brought Mannings, Giant, Jason's Guardian, Ikea, Cold Storage, and many more retail superstores to the world.



FOREIGN BRAND RETAILER

FOREIGN BRAND POPULARITY	30%
TOTAL NO. OF STORES	20%
GROSS SALES	20%
STORE OPERATIONS	20%
REPUTATION	10%
	<hr/>
	100%



DOROTHY PERKINS

OFR WINNERS

DOROTHY PERKINS

FOREIGN BRAND RETAILER-FASHION APPAREL

Medium Category



One of the business units under Robinsons Retail Holdings Inc. (RRHI), Dorothy Perkins won the Foreign Brand Retailer – Fashion Apparel - Medium Category at the recent 17th Outstanding Filipino Retailers and Shopping Centers of the Year Awards Night organized by the Philippine Retailer's Association held at the Crowne Plaza Hotel in Ortigas.

In fashion, RRHI demonstrates its leadership in providing merchandise not only with the latest trends, but also with customers' interests and varied lifestyles. Dorothy Perkins, which won the Foreign Brand Apparel for Medium Category, appeals to the taste of women of different clothing sizes with its feminine fashion that is practical and stylish. As it celebrates its 10th year in the Philippines, Dorothy Perkins now has 11 stores located in premier shopping malls in Metro Manila and Davao.

RRHI operates in six business segments namely, supermarkets (Robinsons Supermarket), department stores (Robinsons Department Store), DIY stores (Handyman Do It Best, True Value and Howards Storage World), convenience stores (Ministop), drugstores (South Star Drug and Manson Drug) and specialty stores (from consumer electronics and appliance retailer Robinsons Appliances to toys retailer Toys "R" Us, one price point retailer Daiso Japan. Meanwhile, RRHI's fashion retail arm, Robinsons Specialty Stores, Inc. (RSSI) operates Topshop, Topman, Dorothy Perkins, Warehouse, Miss Selfridge, River Island, Ben Sherman, Shana, G2000 and Basic House. RSSI also branched out into the Cosmetics business through Shiseido and Benefit. As of end of 2013, the group had 1,064 stores located all over the country.



OFR WINNERS

FOREVER 21

FOREIGN BRAND RETAILER FASHION-APPAREL

Large Category

FOREVER 21®

Forever 21 was named PRA's Outstanding Foreign Brand Retailer in the Fashion Apparel Category at the 17th Outstanding Filipino Retailers & Shopping Centers of the Years Awards held recently at the Crowne Plaza Hotel in Ortigas.

This makes the country's first international fast fashion brand one of its best. Forever 21, an American chain of clothing retailers, made a dramatic impact in the Philippine retail scene with the phenomenal opening of its flagship store at SM Megamall in 2010 in partnership with the SM Retail Group.

Since that time, Forever 21 has grown tremendously, opening seven branches in the Metro's popular shopping destinations – in SM Makati, The Block at SM City North EDSA, the SM Mall of Asia, SM City Fairview, and SM Aura Premier.

Forever 21 fever has also invaded the provincial areas with stores in SM City Cebu, SM Lanang Premier and SM City Clark.

One of the fastest growing and most successful apparel lines, Forever 21 has quickly become the source for the most current fashions at the greatest value abroad and here in the Philippines. Opening in 1984 in Lost Angeles as Fashion 21, the store has become a destination store to many shoppers. Eventually

changing its name to Forever 21, the store mushroomed all over the United States and around the world with now over 490 stores in operation.

In Manila – as it is in its other stores, Forever 21 showcases the trendiest pieces in a wide array of the latest and most stylish items in a stimulating store environment. It is all about an eclectic mix of on-trend fashion that is vibrant and youthful. Inspired by styles on and off the fashion runway, it is a treasure trove of trendy merchandise that the stylish set can mix and match to create their own look.

Each Forever 21 store boasts of a fashion packed selling area that is bright, well lit, well organized with streamlined fixtures and chic focal displays, making shopping truly a memorable experience. The windows display an attention-grabbing scene featuring a sneak peek of the store's exciting merchandise.

Forever 21 stays connected with new and loyal fashionable shoppers via their website www.forever21ph.com, facebook www.facebook.com/forever21ph, twitter@f21ph, and instagram@f21philippines.



CHARLES
&
KEITH

OFR WINNERS

CHARLES & KEITH

FASHION BRAND RETAILER FASHION-SHOES AND BAGS

Medium Category

Charles & Keith is one of the fastest growing and marketable ladies' footwear and accessories brands in the fashion industry.

Undoubtedly one of the eponymous fashionable footwear and accessories brand in the global retail scene, Charles & Keith has grown from its humble beginnings to the widely-acclaimed fashion icon it is today.

Recognizing a void in the Asian retail scene for shoes that fits the Asian feet, the brand's founders, the brothers—Charles and Keith Wong wanted to create aesthetically sleek and yet fashionable footwear for the contemporary Asian Woman. Much was attributed to the great product selection, and the embodiment of what sheer determination, infinite passion and a steadfast focus on what customers wanted.

With the integration of Charles' entrepreneurial spirit and Keith's artistic talent, the first Charles & Keith store was launched in 1996 in Singapore, Amara Shopping Centre. Established as a brand synonymous with fast fashion, Charles & Keith caters a diverse breadth of footwear to the fashion-conscious.

Within 17 years, the brand has grown from single store in Singapore to more than 300 around the world. Venturing to emerging markets, the brothers have taken a leap of faith and a calculated risk that has paid off handsomely. Focusing on their vision to deliver quality, comfort, and latest fashion style, the brothers constantly ask themselves, "What's next?"

Global Presence

The ability to transform latest trends into wearable fashion has allowed the brand to progress and become a hit among the trendy females. In lieu of the success of Charles & Keith in Singapore, the brothers realized the potential to venture abroad. Today, Charles & Keith has thrived and grown to emerge as a globally reputable brand with a strong presence throughout Asia Pacific, East Europe and Middle East.

Philippines

Charles & Keith entered the Philippines in 2001 satisfying the fashionable footwear needs of modern Filipina women. With over twelve years of providing fashionable footwear, bags, and accessories, and quality customer service and a growing total of thirty-three Charles & Keith boutiques under Suyen Corporation, the brand has garnered a loyal local following that appreciates affordable, but fashionable footwear and accessories. Consistently improving and ever-changing, Charles & Keith Philippines remains to be one of the most well-loved fashion footwear and accessories brand.



ACE Hardware



OFR WINNERS **ACE HARDWARE** **FOREIGN BRAND RETAILER** Category Killer


 The helpful place

ACE Hardware, one of the leading hardware stores in the United States, opened its first franchise in the Philippines at SM Southmall, Las Piñas, Metro Manila 17 years ago.

ACE Hardware had one purpose: to bring to the Philippine market the ultimate one-stop-shop for the latest solutions for home improvement.

Since its inception in 1997, ACE Hardware has grown to become one of the country's leading home hardware chain with 39 ACE Hardware branches nationwide and has now expanded with three ACE Builders Centers and still growing. ACE Hardware's core product ranges can be summarized under the home improvement merchandise. Its five main categories are:

- Paints and Sundries
- Electrical and Plumbing
- Hardware and Power Tools
- Building Materials
- Outdoor Merchandising

ACE Paints, the lead-free and odorless paint, is also available. ACE Paints has over 2,000 colors to choose from. With its hi-tech color matching system, one can simply bring color swatches which will be scanned by computers to get the colors in an automated and precise manner. Behind this massive project and wide array of products is a strong customer service philosophy.

ACE Hardware does not only take pride in offering quality hardware and building products, but also providing well-trained sales personnel ready to answer questions and professionally handle requirements.

There are 40,000 home improvement solutions found in ACE Hardware. ACE Hardware is an affiliate of the SM Group of Companies.

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SHOPPING CENTER OF THE YEAR

MARKETING AND PROMOTIONS	30%
OPERATIONS	20%
SALES	20%
ENVIRONMENT	20%
REPUTATION	10%
	<hr/>
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SHOPPING CENTER OF THE YEAR

THE SM CENTER MUNTINLUPA

Small Category

CENTER MUNTINLUPA

SM Center Muntinlupa was awarded as the Shopping Center of the Year (Small Category) during the 17th Outstanding Filipino Retailers and Shopping Centers of the Year Awards Night held recently at the Crowne Plaza in Ortigas Center.

The 54,000-square-meter mall-SM Prime Holding's 30th mall opened its doors to the public in 2007, and since then has brought shopping, entertainment and leisure excitement to Muntinlupa and nearby areas in the south.

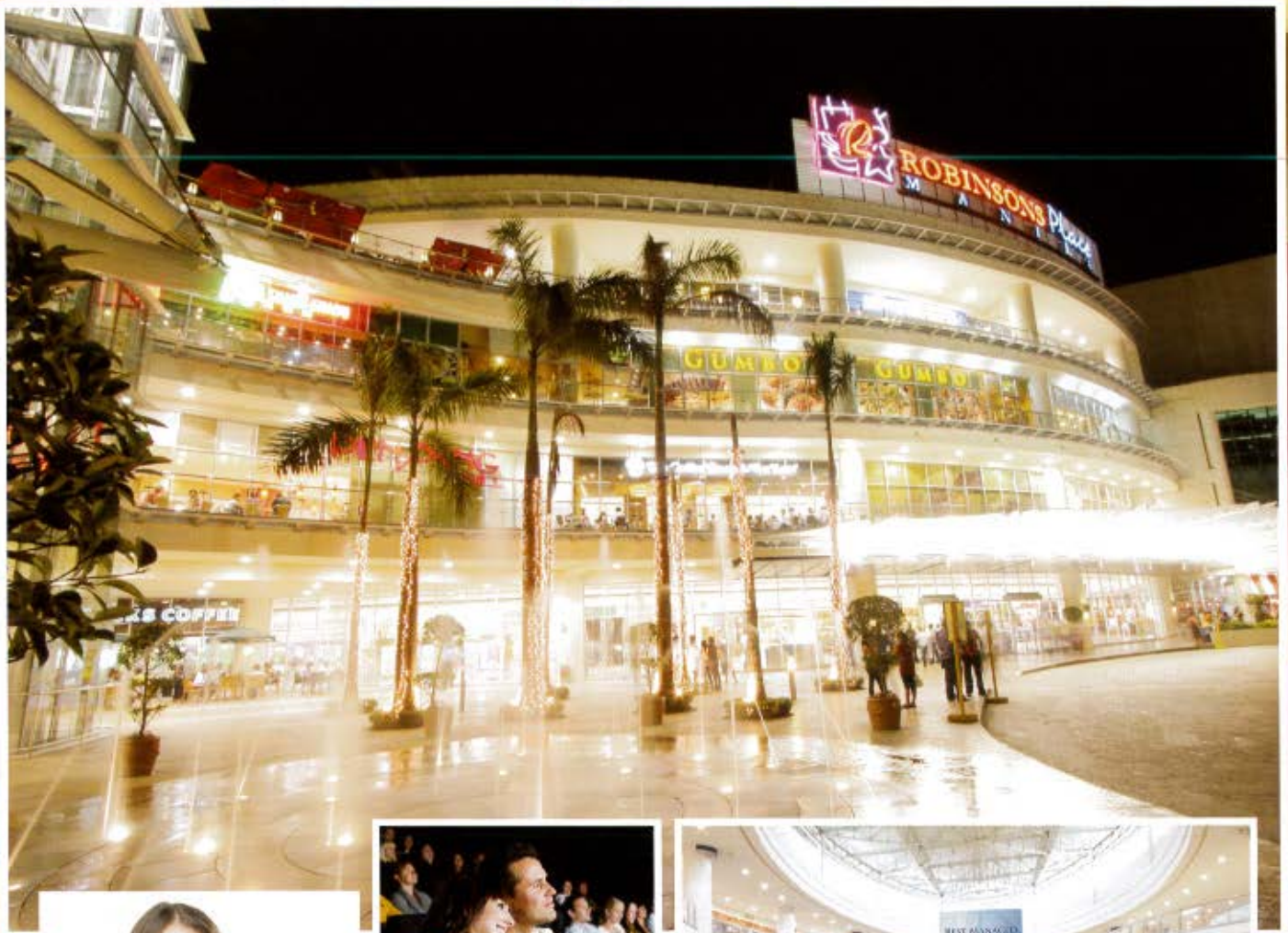
More than that, it has been a community center by making government-related services accessible to shoppers. SM Center Muntinlupa is also active with corporate social responsibility projects focusing on health, the environment, women, children and persons with disabilities.

When Typhoon Ondoy devastated a large portion of the country in 2009, one of the hardest-hit areas was Muntinlupa City. SM Center Muntinlupa, together with SM Foundation, wasted no time in dispatching employees and volunteers in relief operations, which helped residents from nearby barangays affected by the typhoon.

In 2011 the mall received the Apolinario Mabini Award (Bronze Category) for being a Disabled- Friendly Establishment. In 2013 it received the Blue Award given by the Laguna Lake Development Authority for its continuing efforts in proper wastewater management.



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SHOPPING CENTER OF THE YEAR

ROBINSONS MAGNOLIA

Medium Category

The good times go on in what was known as the place where the Magnolia Ice Cream House once stood. While the property was well known in the 1970's as a happy place where families and friends congregated over delectable ice cream concoctions, it is now the setting for delicious dining, great shopping, family fun and entertainment. As it marks its first year of its new incarnation as a highly successful mall project for Robinsons Land Corporation (RLC), Robinsons Magnolia Mall, the auspicious landmark in New Manila has gained high status among its loyal patrons and shoppers as a joyful place where unforgettable memories are made.

A Really Nice Development in an Excellent Location

The Robinsons Magnolia mall is a key commercial and lifestyle component located within a 5-hectare mixed-use project that includes the 4 residential towers. Owned and developed by RLC, the underlying vision of the entire development is to weave the classic Magnolia Ice Cream experience with a fresh outlook on green building practices. As such, both mall spaces and residential amenities feature open spaces that nurture interactions, family bonding, and group activities.

The mall's overall design involves the application of energy-saving building systems as well as intelligent planning of the natural outdoor environment to encourage opportunities for recreation, relaxation, and relationships. To integrate the sentimental value of the place, an ice cream house stands in the plaza between the mall and the residential towers.

Robinsons Magnolia is a successful melding of the relaxing ambience of an outdoor setting and the cool comforts of sleek interior spaces. Indoors, the mall boasts of a grand entrance lobby, and spacious hallways that lead to a four-level al fresco

area that overlooks The Plaza, a lushly landscaped open space dotted with water features and an area for live entertainment. The Plaza is where the new Magnolia Flavor Ice Cream House and Starbucks Coffee can be found.

Robinsons Magnolia is located in the corner of Aurora Boulevard and Hemady Streets in New Manila. The area is easily accessible for both residents of Quezon City, Greenhills, San Juan and Manila.

Shopping Galore

The wonderful variety of stores at Robinsons Magnolia will surely please shoppers of all ages and interests. For clothing and accessories, the following stores offer great selections.

But there are more than just clothing and accessory stores in Robinsons Magnolia. Shop for supplements and healthy food choices at Healthy Options, and get clothes, toys and prams for your baby, or maternal/ baby care essentials at Mothercare. The health of your beloved pets will surely benefit from the natural pet food sold at Bow & Wow, and you can beautify your home even more or organize your belongings with fashionable home accents, storage boxes and other clever items from Dimensione. Muji, Make Room & More and Howards Storage World. Of course, the mall's PowerMac outlet will always be irresistible to the techies.

There are other more dining options conveniently spread in the 4 levels of the mall. An airy and spacious Food Court is located at the lower level of the Mall with direct access to parking. The other restaurants in the other level offer al fresco dining with a great view of The Plaza.





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SHOPPING CENTER OF THE YEAR

SHANGRI-LA PLAZA MALL

Large Category

It has long been known for its superior merchandise mix, world-class architecture, and pleasurable ambiance. Now Shangri-La Plaza has been recognized anew for its unparalleled retail power, having recently been crowned the 2013 Shopping Center of the Year (Large Category) in the Outstanding Filipino Retailers and Shopping Centers of the Year Awards, a joint effort of the Philippine Retailers Association (PRA) and the Department of Trade and Industry (DTI).

"We are honored to have been given such a prestigious recognition. We are doubly honored as this is the second time that Shang has been recognized as the "Shopping Center of the Year" by the same award-giving body, the first one being in 2003" says the Shang's EVP and General Manager Lala Fojas. "We are truly heartened to know that our efforts to promote not just your usual mall experience but a holistic and pleasurable lifestyle experience at the Shang is being recognized and appreciated."

Now undisputedly the metro – and the country's – best shopping destination, the Shang greets mall guests with strategically laid-out themed merchandise zones that cater to different tastes, interests, passions, and preferences.

The Shang's impressive repertoire of brands has been further boosted by the opening of its East Wing. Some of the most coveted global luxury and designer labels can be found at the Shang: Herve Leger, BCBG Max Azria, Paul & Shark, Carven, Bottega Veneta, Marc by Marc Jacobs, Versace Jeans, Escada, Hugo Boss, Kate Spade, Armani Exchange, Zara, Tommy Hilfiger, Ben Sherman, Polo Ralph Lauren, Marks & Spencer, as well as home-grown brands that have expanded into the international retail arena. The flagship stores of Gucci, Givenchy, and Guiseppe Zanotti, as well as Alexander McQueen, Alberta Ferretti and Saint Laurent among others are also set to open soon at the Shang.

Shopping at the Shang is also a truly enjoyable and vibrant experience, as the mall itself is a pleasure to be in, featuring cutting-edge architecture, spacious interiors, and a relaxing ambiance. Not only that, it is always decked out in creative décor during special occasions—Christmas, for instance, is an especially exciting time to be at the Shang as the mall goes all out to evoke the true spirit of the season in different ways each year.

Finally, the Shang completes the mall guest's experience with its regular line-up of choice performances, exhibits, and other events and activities that promote the beauty of culture and creativity through the distinct artistry and talent of various individuals and groups from the Philippines and different parts of the world.

"We are all the more excited to keep introducing or presenting fresh new ways to experience the Shang lifestyle through the signature elements that we are known for," Fojas concludes. "Shopping at the Shang can only get better from here."



OFR FINALISTS



CRISOSTOMO

MOST PROMISING RETAILER

Food Category

Turn of the Century Filipino Dining - Crisostomo. Filipinos know him to be the protagonist in Jose Rizal's novels, *Noli Me Tangere* and *El Filibusterismo*. The name is apt for a Filipino restaurant conceived by no less than the accomplished Chef Florabel Co-Yatco.

Authentic Filipino cuisine is served with a sophisticated twist. In other words, "turn of the century Filipino dining," which is one of Chef Florabel's ingenious brands. Most of the menu items are coined with character names from Rizal's novels, and rightfully so, because every nibble is a mouthful that hits home. It's a fusion of lola's secret recipes sprinkled with style and flavor that will satisfy the buds and bellies of the 21st century. It is a fine dining experience that is not intimidating, both for all types of Filipinos and for all types of wallets!

From the graceful and elegant ambiance that is also warm and welcoming, to the dishes that are both traditionally filling and modernly mouthwatering, Crisostomo is truly tasteful.



CYMA

MOST PROMISING RETAILER

Food Category

Discover the Greek Experience that is more than just wonderful recipes and ingredients. It engages the coming together of people over food. Built to create a truly great Greek restaurant in the Philippines. Relax and enjoy one of the healthiest cuisines - try the Mezedes and some of the best seafood this side of the Aegean. At CYMA, it's about bringing people together for a flourishing experience that starts with great food then goes beyond by nurturing the soul and the spirit.



FRESH FRAGRANCE BAR

MOST PROMISING RETAILER

Non-Food Category

FRESH Fragrance Bar, a fragrance store that offers a fresh perspective in buying your favorite brand of perfume.

It is owned and operated by Scent & Beaute Concepts, Inc. (SBC)- owner of two other fragrance segment: Art of Scent and Perfume Express. Scent & Beaute Concepts' (SBC) mission is to guide the brands entrusted to the company to new heights and to contribute to the over-all equity of these global brands.

The company is a seamless combination of over five decades of industry experience and the spirit of marketing innovation. Led by an entrepreneurial team aiming to set a new standard in brand management for beauty brands in the Philippines.

The company has been an industry leader specializing in retail management, brand and marketing management, distribution and logistics.

LOVE OF BEAUTY IS TASTE. THE CREATION OF BEAUTY IS ART.

VMV HYPOALLERGENICS

VMV HYPOALLERGENICS

SPECIALTY RETAILER

Small Category

VMV Hypoallergenic has been making validated hypoallergenic products for over 20 years and is one of the first "cosmeceutical" products. Committed to dermatological and ethical soundness, all product claims are supported by extensive data, research and clinical studies, many of which appear in international dermatological journals.

VMV Hypoallergenic products are Validated as Hypoallergenic, Usage and Patch-Tested, 100% Free of all Fragrances (including Masking Fragrances), as well as Non-Comedogenic. Many are also 100% Preservative-Free and Photo-Patch Tested.

ARTWORK

ARTWORK

FASHION CATEGORY - APPAREL

Small Category

One of the leading t-shirt brands in the Philippines, Artwork T-shirt Philippines is dedicated to the young and passionate, a brand that never tires out of pushing the limits of t-shirt fashion and Art. With its Myriad of influences—Arts, Music and Pop culture—it strives to become a channel where the Filipino youth can find meaningful truth by means of design and concept development, guaranteeing the best quality and interactive service one can find. Starting out as a t-shirt manufacturer specializing in silk-screen printing, Artwork has slowly evolved into a T-shirt Retail brand. Eighteen years passed and it now has a complete clothing line for teenagers, what is more, it now offers the widest variety of graphic tees—the ultimate T-shirt experience.

KARIMADON

KARIMADON

FASHION CATEGORY - APPAREL

Small Category

Founded in 1980, KARIMADON is a local women's retail brand that has carved in a niche for itself in the realm of trendy, chic, and affordable fashion, while also maintaining a constant collection of timeless classics. From a ready-to-wear boutique founded by husband and wife Richard and Josie Go, the brand has grown considerably and now boasts 17 branches under its belt.

The name KARIMADON is actually an acronym of the owners' family members, a unique name that's perfect for a store that carries gorgeous, yet purse-friendly apparel you can't just find anywhere else. Confident, vivacious and hardworking like its clientele; KARIMADON's journey to the top is not yet over. A stalwart in the Philippine fashion arena with more than 30 years of experience, it continues to grow locally, and is currently poised to penetrate the international market.



BRATPACK

FASHION CATEGORY - SHOES AND BAGS

Medium Category

Bratpack is a lifestyle specialty store offering the widest range of international bag, footwear and apparel brands. I was conceived with the needs and wants of young people in mind.

Bratpack conjures the hip niche market identified as the music lovers, designers, internet users, budding and known artists, street fashion skaters, professional and sports hobbyists and most in the wave of the 'be seen' culture.

It is not only a store out to sell merchandise but one which recognizes the true nature of the youth market imbibing the mature state of cool confident hip thinking ready to take on the challenges of the world.



YELLOW CAB

FOOD RETAILER

Large Category

YELLOW CAB was born in 2001, earning a reputation for its famous New York style pizza. Yellow Cab only uses freshly made dough and high quality ingredients with a wide selection of generous toppings to choose from.

Inspired by vintage New York, Yellow Cab delivers modern, innovative selection and is always forward-looking in its drive to satisfy a discerning market.

The brand shares a passion for excellence and quality, for transparency and innovation, that will take brand through generations.



TOYS "R" US

FOREIGN BRAND RETAILER

Category Killer

In 2006, Robinsons partnered with Li & Fung to bring Toys "R" Us to the Philippines. Toys "R" Us Asia Ltd. Operates over 130 Toys "R" Us stores in Asia, including Hongkong, Malaysia, Singapore, Thailand, Macau, Taiwan and Mainland China. Today, Filipinos enjoy all playthings in the world's greatest store.

Each store is categorized into seven Toy Zones: Girls' Favorites, Boys' Action & Adventure, R-zone for electronic gadgets and toys, Family Fun and Games, Babies "R" Us, Toys for Fun & Learning, and Outdoor & Sports. All these exciting sections cater to very kid's fantasy, giving children a place they can call their own.

Bringing to life every kid's fantasy, great toy selections are within easy reach because aside from 14 stand-alone stores in major shopping malls a Toys "R" Us Toybox can also be found inside all Robinsons Department Store branches nationwide.



TRUE VALUE

FOREIGN BRAND RETAILER

Category Killer

Established in 1994, True Value is a lifestyle hardware and home center for the growing niche market of hobbyists, outdoor enthusiasts and automotive aficionados.

True Value is committed to servicing the public by establishing outlets carrying a wide variety of high quality imported hardware and houseware items.

True Value Philippines is known for its broad and diversified variety of merchandise in the home improvement line, lawn and garden tools, automotive supplies, electrical material, hand & power tools, building materials, bathroom fixtures, paint & sundries, and their pride – odorless and lead free True Value paints. Each branch aims to shopping convenience for its customers who are assured of quality of the merchandise and value for their money on every purchase.



MOSSIMO

FOREIGN BRAND RETAILER

Fashion-Apparel Medium Category

Drawing influences from the Californian cultural melting pot, Mossimo was able to blend elements of surf, sports, urban and street fashion to build a powerful brand that had a very broad yet credible appeal.

In the Philippines, Mossimo has since proven to be one of the premiere urban, street labels for both men and women. Regarded as one of the original street-wear brands, the Mossimo name is unsurpassed for authenticity and quality. With a stable including men's and women's clothing, footwear, sleepwear, eye-wear, underwear, and a range of men's grooming products, Mossimo is more than just a brand; it's a lifestyle.



ALDO

FOREIGN BRAND RETAILER

Fashion-Shoes and Bags Medium Category

Forty years ago, a young Aldo Bensadoun – son of a shoe merchant, grandson of a cobbler – set out to realize a dream. Armed with passion and a deep-rooted understanding of the shoe business, he envisioned a different kind of company, a brand that cares.

Today, the ALDO Group is one of the world's leading fashion retailers, with more than 20,000 team members worldwide and nearly 200 million customers visiting our stores each year. Specializing in the design and production of quality, stylish and accessible footwear and accessories, the Aldo Group has an unsurpassed knowledge of the shoe retail business. Since the very first ALDO stores opened its doors in downtown Montreal in 1972, this pioneering company has gone from one strength to another, consistently striving to be the best it can be for its customers.

SHOPPING CENTER OF THE YEAR FINALISTS



EASTWOOD MALL MEDIUM CATEGORY

Eastwood Mall is the ultimate dining and entertainment destination for families, yuppies, and teens since it opened in November 2008, with its unique retail mix, restaurants run by premier chefs, sophisticated ambience, and world class entertainment.

In such a period, Eastwood Mall has already redefined the mall culture in the country. Now when you say luxury shopping, personalized service and superb dining experience, nothing else comes to the discriminating customer's mind but Eastwood Mall.

The opening of Eastwood Mall completed the exceptional live-work-play experience, distinct only to Megaworld Lifestyle Malls.



LUCKY CHINATOWN MEDIUM CATEGORY

The much-awaited Lucky Chinatown in the center of Binondo, Manila has finally arrived. The large-scale urban renewal project is the latest offering of Megaworld Lifestyle Malls and is set to completely reinvent the leisure experience and offer a new standard of living in the community.

A true haven for lovers of recreation, Lucky Chinatown is composed of five levels of world-class shopping, dining and entertainment. Indulging guests are four upscale movie theaters equipped with state-of-the-art technology and a cinema with Emperor Twin seats – a first of its kind in Binondo. Completing the Lucky Chinatown experience is the Chinatown Walk, reliving Binondo's glorious past and showcasing an exciting street concept that revives the famed old Chinatown.

Lucky Chinatown is located at Reina Regente St. corner Dela Reira St., Binondo, Manila.



NEWPORT MALL MEDIUM CATEGORY

Walk the grand hallways and spacious plaza of Newport Mall at Resorts World Manila and take in the grandeur of modern day luxury.

This place has become Manila's most popular destination to play. It boasts of luxury retail brands at the ground floor, a Vegas-inspired casino and opulent social clubs at the second floor, an amazing performing arts theater at the third floor, a state-of-the-art cinema at the fourth floor, and fine dining restaurants spread across the entire complex. And since it's located beside Manila's Ninoy Aquino International Airports, it's built to impress. Indulge yourself in the high life of Newport Mall.



SM LANANG PREMIER MEDIUM CATEGORY

SM Lanang Premier, the second SM mall in Davao City and the first premier mall in Mindanao, is the region's largest shopping complex and lifestyle hub and key convention destination. With over 85,000 sqm of leasable area, it takes the shopping experience to a whole new level with its modern structure, trailblazing design, upscale retail mix, diverse dining options, larger than life entertainment and attractions, and world-class convention facilities.



SM MEGAMALL LARGE CATEGORY

SM Megamall is the largest shopping mall in the country. In addition to the main buildings, the Mega Fashion Hall is the latest expansion of SM Megamall. Featuring a two-level basement parking and a five-level mall, it will house several international fashion brands, one of which is the 3-level flagship store of H&M in the Philippines, as well as a 3-level Uniqlo of which the two uppermost levels of it stretches up to Building B.

Aside from clothing stores, the expansion includes dining establishments, home stores on the 4th level, and service shops and a Bingo area on the 5th level. The Mega Fashion Hall also houses an IMAX theater, 56-seater Director's Club Cinemas with butler service, a new Olympic-sized ice skating rink (which replaced the old one removed in 2009 from the lower-ground level of Building A), an upscale food court named the Mega Food Hall, and a 14-lane bowling center.

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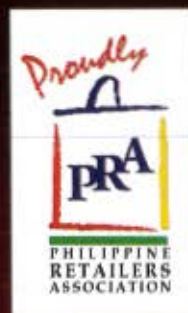
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Billed as the biggest and most important retail industry event in the Asia Pacific region, the 17th Asia Pacific Retailers Convention and Exhibition (APRCE) will be held in Manila, Philippines in October 28-30, 2015. The grand convention and exhibition is organized by the FEDERATION OF ASIA PACIFIC RETAILERS ASSOCIATION (FAPRA), the regional organization of the recognized national retail associations in the 17 member countries in Asia Pacific which includes Singapore, Thailand, Malaysia, Indonesia, Vietnam, Philippines, Hong Kong, Taiwan, China, Japan, Korea, Australia, New Zealand, India, Mongolia, Fiji, and Turkey.

This year's APRCE has adopted the theme "ASIA FAST FORWARD" to highlight the region's growing strength as an economic community. Everything is converging in Asia as the fastest growing economic region in the world. The pace and scale of change in our part of the world have been staggering and the global business community is looking at Asia more than ever, for investment opportunities and future business expansion.

There is no better time to be in Asia than NOW!



Philippine Retailers Association

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