

9 NOV -4 AIO 35

SENATE
P.S. Res. No. 1438

RECEIVED

Introduced by Senator Manuel "Lito" M. Lapid

RESOLUTION

CONGRATULATING AND COMMENDING FILIPINO FASHION DESIGNER VEEJAY FLORESCA FOR WINNING THE SENKEN SHIMBUN AWARD FOR THE FASHION DESIGN CATEGORY OF THE 47TH JAPAN FASHION DESIGN CONTEST IN HOTEL MEGRO GAJOEN, TOKYO, JAPAN ON 17 OCTOBER 2009 FOR HIS ENTRY *PINOY ROBOT*.

WHEREAS, the Philippine Senate has in several occasions paid tribute to outstanding Filipinos for their outstanding achievements in bringing home pride and glory to the country by becoming champions in international competitions;

WHEREAS, Filipino fashion designer Veejay Floresca was declared winner of the Senken Shimbun Award for the Fashion Design category of the 47th Japan Fashion Design Contest in Hotel Megro Gajoen, Tokyo, Japan on 17 October 2009 for his entry *Pinoy Robot*;

WHEREAS, the Japan Fashion Design Contest is an annual juried competition for fashion and jewelry designers that is known as a gateway to the fashion industry by challenging participating designers' ingenuity;

WHEREAS, the Senken Shimbun is Japan's leading fashion newspaper widely read by industry insiders and the Senken Shimbun Award is reputedly the fourth highest of 15 awards given during the competition;

WHEREAS Veejay Floresca's fusion of the contemporary and traditional in *Pinoy Robot* made use of handmade, natural fabrics such as silk pina and applied traditional Barong Tagalog embroidery to animate a simple sheath with terno-like elevated shoulder appealed to the judges' sense of forward but wearable fashion;

WHEREAS, a panel of Japan's fashion and jewelry experts from Issey Miyake, the Senken Shimbun and many others, form the distinguished jury for this year's competition and made Veejay Floresca the highest foreign placer in a field of 78 finalists from all over the world;

WHEREAS, by being cited in this international competition, Filipino fashion designer Veejay Floresca has made our country proud and has shown to the world the spirit of Filipino ingenuity and excellence;

WHEREAS, this outstanding performance by our Filipino fashion designer deserves to be commended for the honor and recognition he has brought to our country.

NOW, THEREFORE, BE IT RESOLVED, as it is hereby resolved by the Senate to congratulate and commend Filipino fashion designer Veejay Floresca for winning the

Senken Shimbun Award for the fashion design category of the 47th Japan Fashion Design Contest in Hotel Meguro Gajoen, Tokyo, Japan on 17 October 2009 for his entry *Pinoy Robot*.

Adopted,


MANUEL "LITO" M. LAPID
Senator 