



## SAN JUAN CITY LAUNCHES EXHIBIT FOR LINGGO NG KASUOTANG PILIPINO

The City Government of San Juan launched the Linggo ng Kasuotang Pilipino Exhibit on September 15, 2025 at the San Juan City Hall Atrium, as part of the city's 2025 Tourism Month Celebration.

The exhibit, which ran from September 15 to September 20, aims to celebrate Filipino culture and identity among San Juaneños, especially children and young people, by highlighting the artistry, evolution, and enduring relevance of Filipino attire. San Juan City hopes to expand this initiative to other parts of the country in the future, strengthening heritage tourism and cultural pride.

The showcase featured traditional Filipino costumes worn by some of the country's most iconic personalities in politics, pageantry, and entertainment. Among the highlights were the barong and gown worn by President Ferdinand Marcos Jr. and First Lady Liza Araneta-Marcos during the 128th anniversary of the martyrdom of Dr. Jose Rizal; a gown worn by Secretary Christina Garcia Frasco, designed by Cebu's Furne Amato and inspired by calado embroidery and capiz shell details of ancestral Filipino homes; the barong and Filipiniana gown of Mayor Francis Zamora and Mrs. Keri Zamora during the Mayor's first inauguration; the gown of Congresswoman Bel Zamora at the 2023 SONA by Paul Cabral; the "Pearls Gown" by Michael Leyva, famously worn by Ms. Heart Evangelista; and the barong worn by Kapuso Primetime King Dingdong Dantes during GMA's 75th Station ID shoot, designed by Ziggy Savella.

Also on display were works from prominent Filipino designers, including Jot Losa, Chynna Mamawal, Ehrran Montoya (featuring the Banaag national costume worn by Dia Mate at the 2025 Reina Hispanoamericana), Joe Fojas, Noel Crisostomo, and Daryl Maat (with his innovative padpaper barong creations). Wardrobe pieces from the acclaimed GMA series Maria Clara at Ibarra will likewise be showcased, underscoring the show's contribution to reviving interest in Philippine history and heritage, particularly among the youth.

Mayor Francis Zamora expressed pride in hosting the event, saying, "The Linggo ng Kasuotang Pilipino Exhibit is more than just a display of beautiful clothes — it is a celebration of our shared history, craftsmanship, and national pride. Through this initiative, we honor the creativity of our designers and the enduring elegance of Filipino attire."

He added, "By bringing these pieces closer to our people, especially the youth, we hope to inspire a deeper appreciation of our heritage and strengthen San Juan City's role as a hub of culture and tourism."

Special guests attending the launch include First Lady Liza Araneta-Marcos, Tourism Secretary Christina Garcia Frasco, Ms. Cheryl Ching-Sy of GMA Entertainment Television, Mayor Francis Zamora and Mrs. Keri Zamora, Congresswoman Bel Zamora, Vice Mayor Angelo Agcaoili, and members of the San Juan City Council.



Media representatives are advised to confirm their attendance with Brian M. Geli, City Tourism Officer, at 09063435888. The recommended attire for the event is Filipiniana or Barong Tagalog.