



EMBASSY OF THE REPUBLIC OF THE PHILIPPINES
AMBASCIATA DELLA REPUBBLICA DELLE FILIPPINE
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PRESS RELEASE

RENEE SALUD FASHION SHOW RETURNS TO ROME WITH PARADE OF FILIPINA BEAUTY QUEENS

14 October 2023, Rome - Fashion icon and one of the Philippines' fashion ambassadors, Renee Salud, returns to the Eternal City for the third edition of his *Balik sa Basik (Buhay na Anyo ng Sining at Kultura)* fashion show with the theme "Romantic Philippines". The event, held at the Hotel Quirinale in Rome, featured the splendid bridal collection and Philippine ternos designed by Renee Salud.

Authored by Padova-based Filipino Ms. Laarni Silva, this year's *Balik sa Basik* fashion shows were held in the major Italian cities of Venice, Milan and Rome. According to Silva, the *Balik sa Basik* project "seeks to ignite the passion and deep-rooted appreciation among second and third generations of Filipinos and Filipino-Italians residing in Italy for the vibrant arts and captivating culture of the Philippines".



Fashion icon Renee Salud with Philippine Ambassador to Italy Neal Imperial during their courtesy call at the Philippine Embassy in Rome

In his opening remarks, Philippine Ambassador to Italy Neal Imperial congratulated the *Balik sa Basik* team for returning to the Eternal city since their last show in 2017. He lauded the team for their initiative of promoting Filipino arts and culture in Italy through fashion, an area of particular interest for both the Philippines and Italy. He expressed his appreciation to fashion designer Renee Salud for showcasing Filipino talent and creativity, and for his continuous efforts in promoting Philippine indigenous textiles, including the Mindanao weaves, through his creations that come to life during his fashion shows.

Ambassador Imperial underscored the importance of promoting the country's weaving heritage and local industry, which provides livelihood opportunities to many of our *kababayans* in the Philippines. He went on to share some of the Embassy's proposed activities to promote the country's rich heritage in Italy and expressed hope that the fashion show will inspire the Filipino community in Rome, especially the second and third generation of Filipinos and Filipino-Italians, not to forget their rich Philippine heritage as they make their own mark in Italian society.



Ms. Gazini Ganados (Fashion model, Miss Universe Philippines 2019 & Miss Universe Philippines Top 20) and Ms. Ma. Katrina Llegado (Fashion model, 2nd runner-up Miss Universe Philippines 2022, 4th runner-up Reina Hispanoamericana 2019) don traditional and modern Filipiniana using Mindanao weaves



Participants of Balik sa Basik in Rome donning the designs of Mr. Renee Salud using Mindanao weaves

Joining this year's series of fashion shows were Ms. Gazini Ganados (Fashion model, Miss Universe Philippines 2019 & Miss Universe Philippines Top 20), Ms. Ma. Katrina Llegado (Fashion model, 2nd runner-up Miss Universe Philippines 2022, 4th runner-up Reina Hispanoamericana 2019), Ms. Elaine Kay Moll (Fashion model, Bb. Pilipinas Supranational 2012 & 3rd runner-up Miss Supranational 2012), Ms. Shaimaa Al Najjar (Fashion model & Miss Northern Samar), Mr. Arnel Calugay and Ms. Jessie Maloles. END