

## WEAR FAVOLA BE A HERO

Celebrate the country in printed tops

*Philippine tourism is being given a boost by FAVOLA shirts.*

*“Every shirt of FAVOLA is carefully crafted to highlight the many colors of the Philippines and its interesting culture merging them into unique prints,”* explains Wowie, one of the young artists behind the original designs.

**Favola** is Italian for **fairy tale**...because behind the artwork of every T-shirt, there is a beautiful story. Every single piece is, in fact, a product of the heartwarming experience of work done in close unity by a group of out-of-school youth, who are now earning a decent living, thanks to the generous patronage of a gradually, but steadily, growing clientele of FAVOLA.

Popular local celebrity, **Hero Angeles**, is FAVOLA's flag bearer and ambassador of its mission to enkindle new sparks of hope in the Filipino youth. Hero, known to be a principled and talented young actor, decided to leave show business in the middle of his fast rising stardom in order to pursue other loftier ideals. Still, his popularity remains strong. Hero says that being part of FAVOLA enables him to share to everyone not just the beauty of the Philippines but, even more importantly, the fact that if we work together, we can concretely improve the lives of other people. *“It's a heroic venture for a worthy cause,”* Hero says. *“It's a good time to promote our tourism and encourage Pinoy talents. When this opportunity arose to get involved, I immediately grabbed it. I felt I could help give a voice to the youth of Tagaytay who started FAVOLA, in a creative way.”*

The brand's slogan, "Wear FAVOLA, be a HERO" is an invitation to both tourists and locals to celebrate the beauty of the Philippines, as well as to contribute to building the lives of others.

FAVOLA shirts is one of the many projects of **PAG-ASA Social Center** in Tagaytay City. Despite the booming real estate and tourism industry on the hilltop, poor families still exist at every corner and along the hidden roads of this exciting travel destination. **Mr. Frank Schmelzer**, director of Pag-asa Social Center, thought of developing this idea of silkscreened shirts as a means of livelihood for a group of out-of-school youth in Tagaytay to help sustain their families. The project has since evolved and developed, fruit of the joint efforts of the young talents who volunteered their designs for the worthy cause.

FAVOLA shirts present an exciting array of unique designs and quality T-shirt printing. They take you on an imaginary trip to some of the country's foremost destinations...visit BOHOL after you've surfed the wild waves of SIARGAO...bask in the paradise of BORACAY...slide into the serenity of TAGAYTAY... and other popular spots of the islands. Be proud of your roots as you say "PINAY AKO" or "PINOY AKO" through FAVOLA's Fil-culture designs. Remember that one way to catch glimpses of the country is to go to the hilltops of Tagaytay, where FAVOLA resides, and celebrate the Philippines with us!



**FAVOLA Store is located at Cornerstone Building  
Calamba Road corner Ligaya Drive, Tagaytay City  
Tel. (046) 860-2605**

**[FAVOLASHIRTS.COM](http://FAVOLASHIRTS.COM)**