



Hi!
Society

By MONET LU

Reflections Here we go...with finality!

If you are reading this weekend paper on Saturday, Nov. 22—this day is quite eventful for Reflections. As I write this, we are heavy in preparations for the final year of Reflections—our 20th year.

Please watch out for the photo-spread of this momentous event to be published here on *Asian Journal* in the coming weeks. Thank you *Asian Journal* for all the support throughout the years! I also want to thank the community for marking your calendars for this one evening in November for the past 20 years. The Reflections committee feels very blessed to have your support.

Reflections 20 is a milestone. On this occasion, we are honoring outstanding Filipinos who have made waves for their excellence, professionalism, kindness, and contribution.

Besides the awardees of excellence, we are also celebrating our very own young and beautiful women whom we will crown as Reflections queens.

Our featured designer is the effervescent Lou Razon and to present her couture collection are the Fil-Am community's most distinguished women, among them Cher Calvin, Shirley Gorospe and Maria Quiban.

What a treat indeed that these ladies of distinction have agreed to walk the runway for this event!

The world-class performance

of Stephanie Reese, an international singer and actress, is another highlight we are proud to include in the program. Child wonder Edsel Sotiangco is also presenting a number.

Much detail was devoted to designing the Reflections 20 stage courtesy of the very talented Miki De Jesus.

There were a lot of people who have toiled to make this production a reality—thank you to everyone!

It's hard to believe it has been 20 years since Reflections started. I still remember the very first year when my peers and I pulled our resources to stage a production that revolved around beauty and fashion. Who knew it would turn out to be an annual tradition!

Reflections Year 2 teemed with more excitement as we were able to get renowned designer Rene Salud to present his creative pieces. The runway was glittered with the hottest models of that time—Bong Dimayacyac, Lorna Legaspi, Desiree Verdadero, and of course, the incomparable Melanie Marquez, who strutted her stuff as only she could.

Thinking about Year 3 of Reflections makes me sweat because I can still remember all the hoops and loops I had to go through to get that show together. I had a vision, yes, but I was also just a novice event organizer so you can imagine all the logistical headache of having to connect with people in Manila, pre-Internet, and try-

ing to get visas for models and participants. In the end, it was well worth it. Department store giant Rustan's had agreed to be part of Reflections III featuring the collection of the talented Criselda Lontoc.

Reflections IV was one of my favorite years. Instead of holding it at a hotel, we went another direction and staged it at the historic Palace in Hollywood. Lou Diamond Phillipps was an awardee and tearfully reminisced about his childhood playing in the streets of Olongapo. On the fashion side, Richard Gomez and Gretchen Baretto modeled clothes by Louie Mamengo and Randy Ortiz.

Year 5 of Reflections was exceptionally riddled with the most challenges. *Grabe ang sakit ng ulo ko 'nun* from start to finish. We brought the show from Los Angeles to Las Vegas, which we discovered does not work. This is another long story in itself. But I learned lessons that year that I will always bring with me.

Fast forward to Reflections IX, it was the year that the lovely Ms Lorna Tolentino set foot on the runway to model the exact wedding gown she wore to marry the love of her life, Rudy Fernandez. It was a Fanny Serrano creation that is still much talked about to this day.

Reflections X was celebrated with the pomp and pageantry it deserved. The late designer Henry Hayag showcased his work. Ruffa Gutierrez, Pops Fernandez,

Jocelyn Enriquez, and Barbara Carrera were among the celebrities in attendance. It was truly a glamorous night!

The year 2001 was another challenging year for Reflections as all of the US and the world grieved over the destruction from the 9/11 attacks. Still, we felt that Reflections needed to go on. So we still staged a show, a scaled down version of the usually grand festivities. It served as a tribute to our fallen heroes.

In 2005, we had the privilege of celebrating Reflections XVI with world-class beauty innovators Dr Zein Obagi and Dr Vicki Belo. As a bonus, 1997 Miss Universe Brook Lee was mistress of ceremonies.

Reflections XVII was another exceptionally memorable year. The show was celebrated Hollywood-style with its first ever red carpet arrivals and full media coverage from both the regional and foreign press. Black Eyed Peas' Apl.de.ap, KTLA news anchor Cher Calvin, actor/dancer Cris Judd, celebrity chef Ron Bilaro, award winning director Chito Rono, and Philippine senator/action superstar Bong Revilla were among the honorees. Apl.de.ap ended the evening with a bang as he sung and danced to his own composition *Bebot* which had the audience raving!

Last year's Reflections was also a remarkable gathering of the Philippines' greatest moviestars and filmmakers. No less than superstar Nora Aunor received



the Lifetime Achievement Award. Other honorees were former matinee idol and actor Eddie Gutierrez, ace director Elwood Perez, and movie producer Marie Regina Labid, among others. At the finale, Ms. Nora Aunor sang *a cappella* much to the delight of the audience.

What an eventful 20 years! Once again, *maraming salamat sa mga sumuporta!*

The author is a Marikina-born, award-winning celebrity beauty stylist

with his own chain of salons across Southern California and Las Vegas, Nevada. Ultimately, Monet is known as an all-around artiste who produces sold-out fashion and awards shows, as well as unforgettable marketing campaigns. Monet is also the founder of the revolutionary all-natural beauty products available at www.skinbymonet.com. He supports many humanitarian efforts to include projects in his native Marikina, The Bantay Bata Foundation, and many more. To contact Monet, please visit www.monetsalon.com for more information.

John Lloyd gives his all-out support to ABS-CBN

JOHN Lloyd Cruz, one of the most sought-after artists in the Philippines today, has given his full support to the newest project of ABS-CBN International.

The famous actor appeared again in an ABS-CBN *BigAtin* TV commercial to announce the *Bigay Todo* Sweepstakes, giving away \$1000 to ten lucky US residents monthly starting December and \$10,000 to three grand draw winners, on top of two grand homecoming packages which include roundtrip tickets for two to the Philippines, hotel accommodation, plus other surprises. Grand Free shopping spree draw is slated to happen in March of the coming year. Those interested to join.

According to John Lloyd, he continues to support ABS-CBN in a big way because he believes in the advocacies of the company. As a full-fledged actor, John Lloyd gives utmost importance to network that best to return to the studio with the best to every scene. Global CRM Director, Beltran, who commercial shoot and Lloyd in the highly *Kapamilya Go* held ifornia, noted that very apt to be the *BigAtin*. He was able to cap- of the pro- designed for America, achieve- ments better these crit- in choosing *BigAtin* endorser expressed, "I see myself as an ordinary person who makes people happy. I'm glad that I'm able to do that." When asked about the *Bigay Todo* Sweepstakes, John Lloyd said, "I hope our fellow Filipinos will not let this opportunity pass them by. It's so easy to join and the prizes can go a long way to help them."

ABS-CBN *BigAtin BigayTodo* Sweepstakes is open to all legitimate US residents who may or may not be TFC subscribers, 18 years old or older, except those living in Puerto Rico, Guam, The Virgin Islands, US territories and possessions. More information about the sweepstakes can be located at www.bigaytodosweepstakes.com.

(Advertising Supplement)



Spotlight on Reflections 20 awardees

AFTER twenty years of giving credit to the countless achievements of Filipino-Americans in government, private business, socio-civic and cultural endeavors, the Reflections Awards makes its final bow this Saturday, November 22, 2008, 7 pm, at the ballroom of the Marriott Hotel in downtown Los Angeles.

Events Specialists International, organizers of the much-awaited year-end gala event, takes pride in its numerous presentations which created a stir especially in Southern California.

This year's grand and final celebration will be highlighted with the traditional 2008 Awards of Excellence, Coronation of Queens, a silent auction to benefit the Bantay Bata Foundation, the Lou Razon fashion presentation and world-class entertainment by our very own talented Filipino American artists, with special guest stars.

Among the notable awardees are Pilar Soriano, outstanding entrepreneur, whose story revolves around her first \$50 investment which later grew into a huge business (ABC Quality Medical Supply), with its corporate office at Anaheim and branches in Las



Leanne Langston
Vegas and San Francisco. She will start setting up a diabetic



Pilar Soriano



Miki de Jesus
foundation in the Philippines early next year.

Miki de Jesus receives his award for excellence in stage design and visual arts. He is a freelance artist and won recognition for his paintings, printmaking, photography, neon sculpture and graphics. His recent engagements for stage and set design is for the ABS-CBN Bantay Bata Foundation. Miki will soon have his one-man exhibit in neon sculpture.

And for the younger set, Leanne Langston is one role model to beat. At 8, this talented singer, dancer, actress performs *The Nutcracker* in December, *Alice in Wonderland* in January 2009 and will have a stint in Disneyland by February 2009 with her Dance Sprites Team. Leanne is a member of the Hollywood Group. Leanne plays golf like her dad, and won first and second places in golf tournaments. But like any other kid, Leanne loves to play games on her Nintendo DS and Nintendo Wii.

Tickets are available at the following prices: \$150 (VIP), \$125 and \$100. Dress code is formal in either green, violet or black with green or violet accents. For inquiries, please call (213) 216-4923 or e-mail at reflectionsawards@eventsbymonet.com.

(Advertising Supplement)

Macy's Lake Avenue, Pasadena store to reopen on Saturday following seismic work

by RENE VILLAROMAN
AJPress

PASADENA—Macy's Lake Avenue store here will reopen to the public on Saturday, November 22, after a six-month seismic work and renovation of interior spaces. The store was closed on May 1, and updates were made to keep up with seismic codes which have changed since the store originally opened in 1947 as a Bullocks Department Store.

"The project started as a seismic project," said Milinda Martin, Macy's West Public Relations and Special Events Director. "Seismic codes have changed since 1947, and we wanted to make sure that customers were safe, and as we looked at the scope of the work

that was needed to be done, it made sense to do some remodeling; we tried to stay open and worked around it—this one was such an extensive project—that we felt it was best to close the building for six months, and it's been a furious pace. We are very excited and opening day is almost here," she told *Asian Journal* during a press preview on Tuesday, November 18.

The remodeled Macy's maintains its original footprint, but more areas were recaptured from stock space, including returning some original features to the sales floor. Two original fireplaces that were paneled-over years ago will be restored and visible to shop-

pers. "Every day was a surprise. Every time we opened up a wall, there were a lot of little hidden surprises," said Ramsay Weatherford, Operating Vice President, Store Planning, Macy's Inc., based in Cincinnati, Ohio, who gave the press a tour around the three-floor refurbished store. "There were no retail aspects that were compromised," Weatherford said. "It's challenging project under changed retail conditions because we didn't have the same number of people to serve customers, but we were successful in retaining the really important stuff and still keep it a viable store," Weatherford said.

On the building's middle level, recaptured stock space reverts to selling space, in a treatment that will recall the original design of the Fur Salon, with a window to the exterior and alcove for dressing rooms. The shoe salon relocates to the lower level where it doubles in size.

"This renovation has allowed Macy's to recapture some of the charming aspects of retailing from years gone by, while still offering the customer a thoroughly modern shopping environment," said Del Hernandez, Macy's Vice President and Pasadena Store Manager. "We are excited to welcome back the Pasadena community to Pasadena's original

department store." Macy's has partnered with the City of Pasadena and Pasadena Heritage throughout the construction process. "Maintaining the structural integrity of the building has been of primary importance," said Weatherford.

Macy's has slated Saturday, November 22 as Grand Reopening with a community shopping day. More than 55 charities have signed up to sell \$10 tickets that offer substantial store discounts. Saturday will feature a variety of activities including fashion shows, special guests, entertainment, and more. On Friday, November 21, Macy's was scheduled to hold a private reception for charge card holders, including a 4 pm ribbon-cutting ceremony. Pasadena Mayor Bill Brogard was expected to join Jeff Gennette, Chairman and CEO of Macy's West, along with Sue Mossman, Executive Director of Pasadena Heritage, and the Tournament of Roses Queen and Court, at the ribbon-cutting festivities.

The Lake Avenue Macy's was designed by Wurdeman & Becket architecture firm of Los Angeles whose credits include Capital Records building and Cinerama Dome in Hollywood, and the Dorothy Chandler Pavilion in downtown Los Angeles.

(Advertising Supplement)



Original murals were retained and protected during construction.



Weatherford presents \$5000 check to Pasadena Heritage.