


# Martin Bautista X Cinderella: Start of a paradigm shift

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MANILA, Philippines -One of fashion's most celebrated young designers lends his sexy-luxe aesthetic to a much larger demographic, in partnership with retail brand Cinderella. The Martin Bautista X Cinderella collection, the latest collaboration to hit Manila, succinctly expresses the designer's mastery of drapery and relaxed garment construction, while leaving room for the wearer to interpret the pieces for herself.

Available in Cinderella Alabang Town Center and Glorietta, Martin's signature jersey creations allow a ready-to-wear interpretation of the designer's vision, with an affordable pricetag. Go va va vroom in a red long-sleeved wrap dress with a deep-V neckline that goes for days. For women who have always wanted to wear a white gown but have been wary of the bridal stigma, his halter string makes sure that distinctions are made. And for the woman who likes to stand out during cocktail hour, an asymmetric maxi dress in a solid color should do the trick.

Why not update your basics too? Stock up on a versatile long-sleeved wrap tops, sleeveless tops and stretch pants in gray for days you're uninspired to dress up, or a white caped top that doubles as a cover-up - the perfect transitional piece from work to play. The Martin Bautista woman is never the wallflower, and with Cinderella, you can live out this fantasy too.

ADVERTISING



The retail brand's collaboration with the designer is only one among the many changes Cinderella is undertaking in preparation for their overhaul. To keep itself at par with its competitors, Cinderella's chief executive officer, Arthur G. Coronel, decided that it was time to give the brand and its customer experience a big makeover. By tapping international retail design consultants from Hong Kong, conducting strategic workshops with the management team, Cinderella is setting up a brand new identity that will persist into the next decade.

To execute the new brand identity and retail store design, Red Goodss and the Cinderella project team worked together through establishing a paradigm shift, thinking differently and taking a different approach to developing a new Cinderella retail store design. The design objective in creating the new store design was there were no boundaries, Cinderella would be different and Cinderella would have a twist as well as going back to its roots.

The new idea behind the new Cinderella brand and store design is to be a Specialist Fashion Store. The brand's vision is to deliver inspirational fashion at affordable prices for the entire family, deliver a world-class shopping experience and be the first all the time.

Hence, a new master plan was developed for the Cinderella Alabang Town Center flagship store - to be launched on September 26, Thursday, 6 p.m., coinciding with the unveiling of the Martin Bautista X Cinderella collection. Mega magazine, Ralph's Wine and Spirits and Air Asia are partnering with Cinderella in celebrating yet another milestone.

The new interior store design concept for Cinderella is contemporary, simplistic, timeless, and adopts the "Less is More" principle. The design core idea behind the Cinderella store interior was to create a blank white canvas that would stage and showcase the Cinderella brands in a way that is appealing to the customer, and to bring together the old and the new market. The new store layout also considered the following international brands in its design: Esprit (stand-alone store), Mexx, British India, Pierre Cardin, Clarks, Pretty Fit and Naf Naf. The timelessness of the Cinderella interior design also provides a flexible environment for Cinderella store in a very dynamic and ever-changing fashion market.

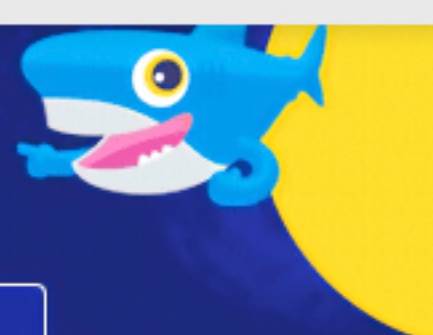
This is just the beginning of Cinderella's foray into re-establishing its position as a pioneer in fashion specialty in the Philippines.

Cinderella is located in Alabang Town Center GF Town Plaza, SM Megamall 2F Bldg A, Glorietta 3 GF, Filinvest 2F, Robinson's Ermita GF Midtown Wing, SM Fairview GF near main entrance, SM Manila 2F, SM San Lazaro 2F, Sta. Lucia GF Phase 3, SM North EDSA GF Main Bldg, SM MOA 2F, Virramall GF, SM Clark GF, SM San Lazaro 2F, Abreeza 2F, Embarcadero GF, Lucky Chinatown 3F.

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