



PRODUCT DEVELOPMENT AND SUPPLIERS

I. OVERVIEW:

The purpose of these pointers is to guide suppliers in their creative direction and product development.

TERMINOLOGY:

Below are working definitions and/or descriptions of the terms used:

1. **COOL**
 - Refers to relaxed, fashionable, stylish, sophisticated
 - Never goes out of style
2. **MODERN**
 - Refers to present day, contemporary, current
3. **"COOL FILIPINO"**
 - Creative use of mixed materials and applications
 - Has a story behind the product?
 - Mixes indigenous materials with different high value materials like leather et al
 - Design is easy, functional, modern
 - Chic and sleek but with a youthful vibe
 - Never been seen in the market
 - Uses technology to transform the traditional into smart, casual and/or creative everyday things
 - Young enough for millennials but with a touch of sophistication for older generations

II. POINTERS FOR PRODUCT DEVELOPMENT AND SUPPLIERS

1.Cool, Modern, Filipino

2.Never been seen in the market

3.Target market:

- Local PH
- Young millennial
- Baby boomers
- Young and Mid-age professionals
- Entities looking for souvenirs and gifts
- Tourists

4.Quality

- Affordable
- Price range – P150 – P1, 500
- Everyday useful products
- Functional

5.New Cool Product Categories:

- Food as Gifts
- Eco-shirts
- Eco-slippers
- Vacation bags
- Gifts and souvenirs
- Lifestyle souvenirs
- Stationery
- Table tops
- Linens
- Soaps and Candles
- Tissue holders
- Sandals
- Slippers
- T-shirts
- Pencils

- Cases
- Eyeglasses
- Pouches
- Silahis items – baskets

- Designer Industrial Pieces

- Bamboo accessories line

6. Tie up with industrial makers

7. Souvenir items for tourists:

- T-shirts
 - T-shirt line – eco shirt
- Slippers
- Canvas shoes Key chains
- Fans
- Wallets
- Purses
- Food
- Scarves
- Pencils and Pen materials
- Soaps and Candles