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Fashion show promotes 'recycle & reuse' drive

By Ailyn Agonia

DOHA FILIPINO fashion designer Jhoe Lina's line of bridal and evening gowns, which he made out of recycled papers, wowed the audience at a fashion show held at the FCC Bistro on Sunday.

The event, with the theme 'Preserving our Ecosystem through Biodiversity', was organized by the United Architects of the Philippines Qatar (UAP-Qatar) in cooperation with the Doha Pinoy Events Group (DPEG).

The Filipino artist stitched magazine and newspaper pages and created his special line of gown concepts, collectively known as 'Paper Gowns'.

His collection featured colorful evening wears and a very chic bridal gown.

According to Jhoe, his primary aim is to promote three Rs — reduce, recycle and reuse — through his innovative creations.

Speaking on the occasion, UAPQatar President Adonis Canonicato said that the unique fashion show was organized in response to the worldwide campaign by the United Nations (UN) to promote biodiversity.

The UN General Assembly has declared 2010 as the International Year of Biodiversity.

"This is one campaign which, in my opinion, not only calls government officials, NGOs or specific organizations or groups to act but also reminds individuals of their responsibility to save environment as we all live in this common global community.

The UN message convinces each of us about our role in preserving natural resources and keeping our environment livable.

Tonight's programme was specially organized in response to that call.

I believe fashion is a strong medium for making our youths aware of this cause.

Through the fashion show, we are sending a message that we care for environment," Canonicato said.

Other thematic costumes made of recycled materials also featured during the glitzy event.

A model designed as 'mother nature' was dressed up with greeneries for the event.

A Rio Mata's creation, billed 'Lion Zion', advocated for preserving endangered species.



