

Introduced by **Senator Richard "Dick" J. Gordon**

RESOLUTION

**HONORING THE ACHIEVEMENTS AND CONTRIBUTIONS OF THE LATE
FASHION DESIGNER JOSE "PITTOY" R. MORENO FOR HIS SERVICE TO THE
NATION AND CONTRIBUTIONS TO THE GLOBAL FASHION AND APPAREL
INDUSTRY THAT SHOWCASE FILIPINO CULTURE AND CREATIVITY**

WHEREAS, the Philippine Senate has, on several occasions, recognized the achievements of outstanding Filipinos for their valuable service to the Filipino people and laudable contributions to the nation;

WHEREAS, Jose "Pitoy" R. Moreno, was born on February 25, 1930 to Feliciano Reyes Barrientos and Jose Moreno Brodett in Gagalangin, Tondo, Manila. In 1951, he earned his Bachelor's Degree in Fine Arts from the University of the Philippines, Diliman;

WHEREAS, as a champion of nationalism through the use of distinctive Filipino designs, he promoted formal Filipiniana—stately ternos with upright butterfly sleeves, nipped waists and straight or flared hems, 19th century-inspired Maria Claras with softly flowing lines and shoulders draped by the pañuelo (a popular look for weddings), and structured formal evening wear in local textile and fabric;

WHEREAS, he was called "The Fashion Czar of Asia", for being an ambassador of Philippine fashion who introduced local materials to the international community, and has staged shows in every major cities around the globe. His fashion designs were exhibited before royalty and VIPs in London, Paris, Monaco, Marbella, Rome, Madrid, Copenhagen, Athens, Barcelona, Sweden, Vienna, Moscow, Washington DC, New York, Chicago, Seattle, San Francisco, Los Angeles, Morocco, Honolulu, Tokyo, Beijing, Hong Kong, Kuala Lumpur, Bangkok, Singapore, Manila, Cebu, and Davao, among others. He also participated in the fashion exhibition at the Seattle World's Fair and the New York World's Fair;

WHEREAS, he dressed up almost all the First Ladies of the Philippines. He made gowns for two Philippine presidents – Cory Aquino and Gloria Macapagal-Arroyo; Royalties such as Queen Sirikit of Thailand, Queen Margarita Saxe-Coburg-Gotha of Bulgaria, Queen Sophia of Greece, Princess Margaret of Britain, Princess Suga of Japan, and the Marquesa de Villaverde, to name a few;

WHEREAS, he also dressed Nancy Reagan, Pat Nixon, Betty Ford, Cristina Ford, Margot Fonteyn and Deeda Blair. In 2006, he was handpicked by President Gloria Arroyo to parade his designs at the ASEAN Summit Gala dinner for the heads of state;

WHEREAS, he was renowned for being a beauty queen maker, having dressed Stella Marquez-Araneta, Gloria Diaz, Aurora Pijuan, Tingting Cojuangco, Conchitina Sevilla - Bernardo, Maita Gomez, Toni Parsons; and he served as consultant and member of the executive committee of Binibining Pilipinas Charities Inc.;

WHEREAS, he was president of the very first association of Manila designers, the Philippine Couture Association. He was also credited as the founder of the Karilagan International, a fashion-cultural organization which promoted Filipino fashion design in the country and abroad;

WHEREAS, he published two books in the early 1990's, *Kasalan*, a literature about the customs, traditions, fashion designs and ceremonial frills of a traditional Filipino wedding and *Philippine Costumes*, a book on traditional Filipino dresses;

WHEREAS, he received numerous awards and recognition for his works including the 2008 Gawad CCP Para sa Sining award. His works were featured in various international fashion magazines such as *Vogue*, *Harper's Bazaar*, *Holiday*, and *Le Figaro*, where Moreno introduced the words *jusi*, *piña* and *lepanto* to world fashion; and

WHEREAS, he was also a philanthropist at heart and owned Jose Moreno Foundation that has been funding student scholarships from the University of the Philippines School of Fine Arts and College of Medicine for more than two decades. His shows were fundraisers such as his golden anniversary fashion show, *Ginintuang Moreno: A tribute to J. Moreno*, where the proceeds went to Arts for the People program of the Cultural Center of the Philippines. And his last show in 2011, *Jose Pitoy Moreno: A Tribute Gala* an event honoring himself where the Proceeds went to the beneficiaries of the Lopez Group Foundation Inc.'s (LGFI) assisted community programs and projects: NOW, THEREFORE, BE IT

RESOLVED BY THE SENATE, as it hereby resolved, to honor the late fashion designer Jose "Pitoy" R. Moreno for his service to the nation and contributions to the global fashion and apparel industry that showcase Filipino culture and creativity.

Adopted,



SENATOR RICHARD J. GORDON