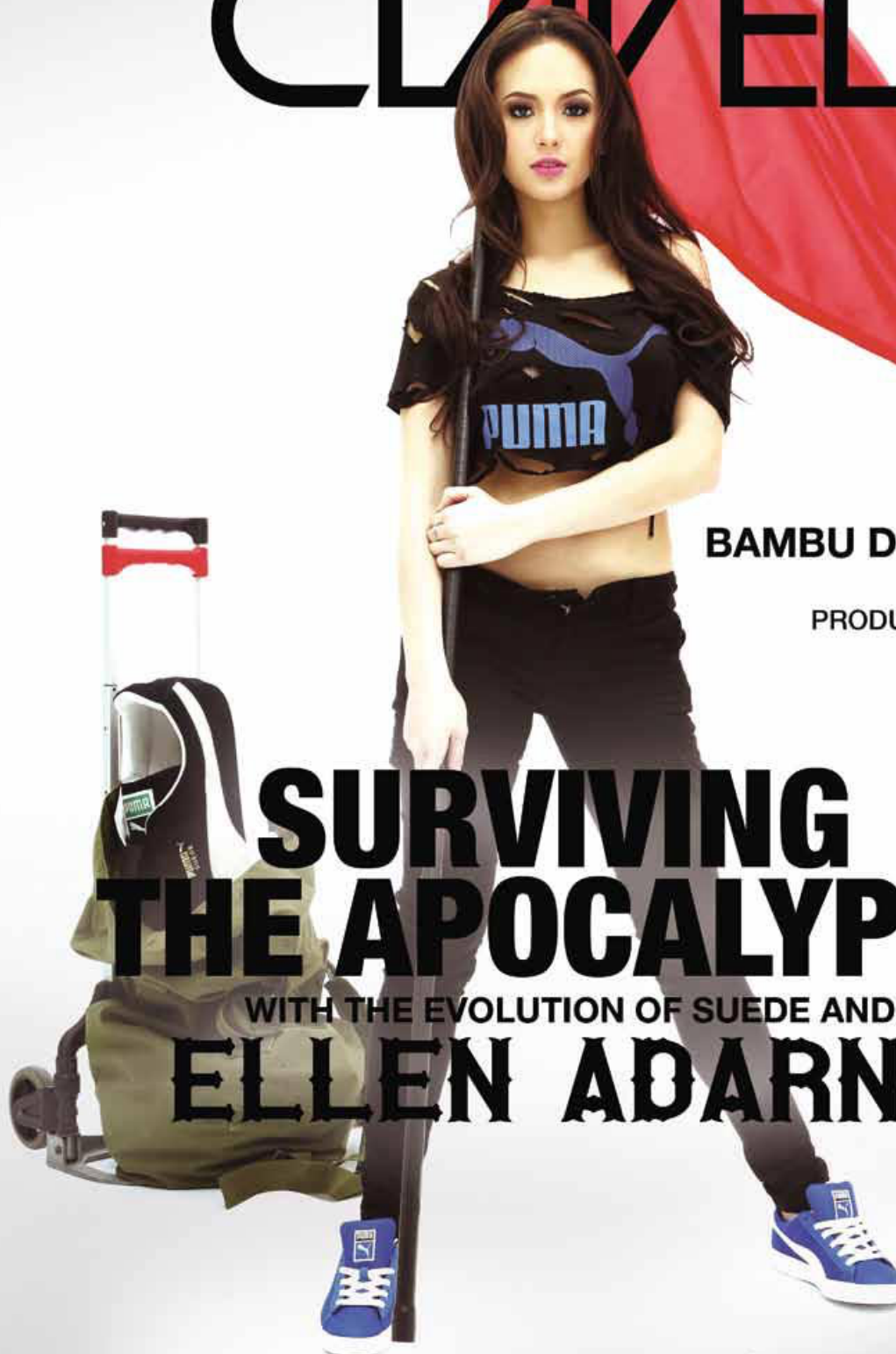


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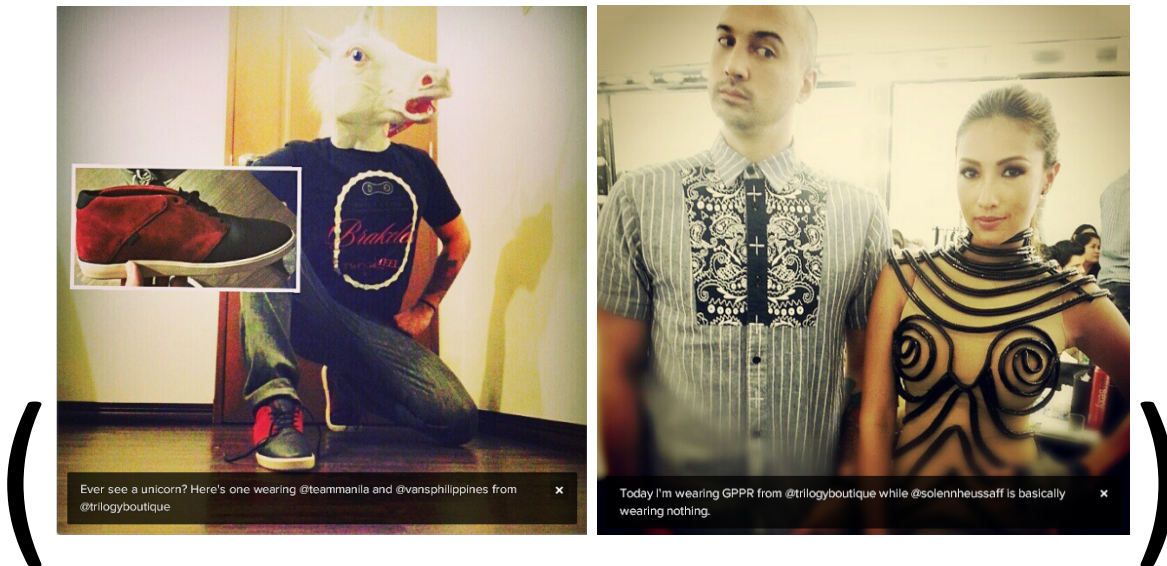
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Trilogy

By Eira Raye Gruta

Icons, colors, personalities, art, and photography—Trilogy definitely puts the life in lifestyle. With more than 15,000 fans on Facebook and about 5,000 followers on Twitter, more and more people are getting addicted to this brand.



<https://twitter.com/KCMontero/status/295111960213725184>,
<https://twitter.com/KCMontero/status/295413370599923713>

Take KC Montero, for example. He's one to always rave about Trilogy on his Instagram feed. Talking about unicorns, GPPR, and even nudity in his posts, there's no doubt that this store can tap some of your most creative juices.

Trust us, everything in this store is Instagram-worthy. You'll have a feast sharing everything they have on your social media accounts. From one-of-a-kind finds to crowd favorites, this shop features all things you love. Name it, Obey, Illest, Strussy, Star Wars, whimsical unicorns, and more, they have it all.

Roots (Humble Beginnings)

What started out as a small shop at Rada in Salcedo is now one of the favorite go-to places of kids keen on music, arts, and even sports. Fueled by passion and interest, this place is a collaborative store with a retail front that has definitely come a long way.

And it's really no wonder that good things are happening for this hub. From the moment you come in, it's already a visual delight. With the store's homey hardwood accents, you won't have a problem

staying in this haven long enough to find the perfect gear. Discover some of the best street wear in a space that's warm and homey enough as their gear.

Fruits (Expansion)

And if like us, you're hooked to the store's cool vibe, brace yourself because there's more to come. And we're not just talking about more locations, Trilogy also has some new collaborations in store!

More music, more art, more clothing, and more kicks are coming. As Trilogy's Project Manager, Coco Quizon, said "The key [is] for us to collaborate with as many people as we can from different fields." So get ready 'cause your favorite bands, musicians, and artists might just be Tweeting about Trilogy soon.

Interview:

- What is Trilogy all about?

Trilogy is basically about the love for all good things.

- Why the name 'Trilogy'?
- What sets Trilogy apart from other stores?

Trilogy is a collaborative space with a retail front. It's what we think our biggest point of difference is. All the stuff in the store comes out of interests and passions and not solely for profit.

- How did Trilogy start out in the business?

We used to be a small shop at Rada in Salcedo village until we decided that we should grow.

- Does Trilogy have a particular 'style'? (How is the brand like; what kind of people go to the store, what kind of personalities do you meet?)

At trilogy, we want to be as inclusive as possible. We don't want to limit the types of people in the store but of course we do attract those who have similar interests a lot easier than others. We expect kids who like music and art, but we sometimes get athletes through our doors too.

- Since Trilogy is branded as a 'lifestyle' store, what particular kind(s) of lifestyles does it cater to?

Trilogy identifies itself the easiest with what people would see as street culture but I guess the biggest lifestyle we cater to are those who want something a bit more different from other stores.

- What are the store's bestsellers?

We've seen Illest grow a lot of fans since we first dropped them in the store. Classics like Obey and Stussy get a lot of love but we have newer brands that are starting to get a following as well.

- Are there any big names who are certified fans of the store?

Everyone's a big name when they get to Trilogy but we get heaps of love everywhere from KC Montero.

- What can you say about the local retail and fashion industry?

It's definitely growing and we're starting to see a lot of people be okay with the idea that it's good and it's fun to play with clothes!

- What's there to love?

Growth! There's a lot of new brands popping up that share our love for good clothes

- What's there to hate?

There's a bunch of things, but we'll chalk that the fact that a lot of retailers and shoppers are taking baby steps in understanding what alternative retail can look like and that it's feasible.

- What do you want to see?

- What can Trilogy do so that we can all see what you want to see in the industry?

The key [is] for us to collaborate with as many people as we can from different fields. I guess in this way there'll be some sort of cross-appreciation between retailers, musicians, etc and see that they can/and should all work together.

- What are the biggest accomplishments of Trilogy?

Expansion! We're doing our best to make this lifestyle accessible.

- What more should we expect from Trilogy?

locations/collaborations!