

MARA
PIÑON

UNCHARTED

Territories

A walkthrough of how MARA PIÑON was able to navigate unfamiliar territories in life, business and relationships (WOW).





ABOUT MARA PIÑON WEARABLE ART.

As a brand, Mara Piñon is a creative enterprise that focuses on creating whimsical footwear and fashion accessories for your heart.

My goal is to raise awareness in certain aspects that most people can relate to while also providing warmth and comfort conveyed through cute art aesthetics.

ABOUT THE STORY OF THE TARSIMOJI.

Why the tarsier?

Despite the tarsier's cute appearance, one sad fact about them is they tend to feel depressed when their home is destroyed and expressed suicidal tendencies if placed in cages. Isolation and mental health struggles is something a lot of people can relate to.

How can they help?

The Tarsimoji creates a strong bond with its wearer. It serves you well by being the best companion when you're feeling down or anxious. It creates a safe place, spreads joy and excitement for like minded people – for the makers and for the end-users.





Problems faced in the time of **The Pandemic.**

The Business

A lot of business struggled, mine included. It was hard to make ends meet.

Those Around Me

Everyone felt vulnerable. Even the strongest people I know were so anxious for their loved ones.

My Personal Struggles

Creating and Crafting was a big part of me. Not being able to work impacted my mental health.

The Environment

Big and little changes happened around us so fast it was hard to keep up. Most of us were living in confusion and uncertainties.

ABOUT THE ICE PROGRAM AND THEIR HELP.

During the pandemic I was a part of the ICE batch 4. The program has equipped me with how to generate new ideas and new ways of problem solving.

**Everyone was willing to lend a
helping hand**





ORFUL CREATI
RABLE ART THAT IS SOULFULLY MA



ZAPATERIA x Mara Piñon
COLORING PAGES

Projects Jump started During
The Pandemic

COLORING BOOK AND COLORING ACTIVITIES.

I helped sketched a footwear themed adult coloring book people can try out while they were stuck at home during the lockdown. I also held online coloring activities with the help of Risque and Zapateria.

Projects Jump started During
The Pandemic

FOOTWEAR SKETCHING AND DESIGN WORKSHOPS ONLINE.

In collaboration with Zapateria, it was possible for us to hold online design sketches and design workshops remotely.

Everyone loved it!

It helped boost people's creativity and were able to form new kinds of skills and hobbies.





The Maskemojis

A cute masks that matches with
people's comfort animals and
furbabies



Projects Jump started During
The Pandemic

Face masks and Chocolates.

Pag-ibig Chocolates

Sold during the valentine's day.
Not only were they eye-candy
and aesthetic, they also taste
good!



Some of the things I did that nurtured my creative business.
Learning how to make face masks and making chocolates were
enough to keep me back in the creative grind.

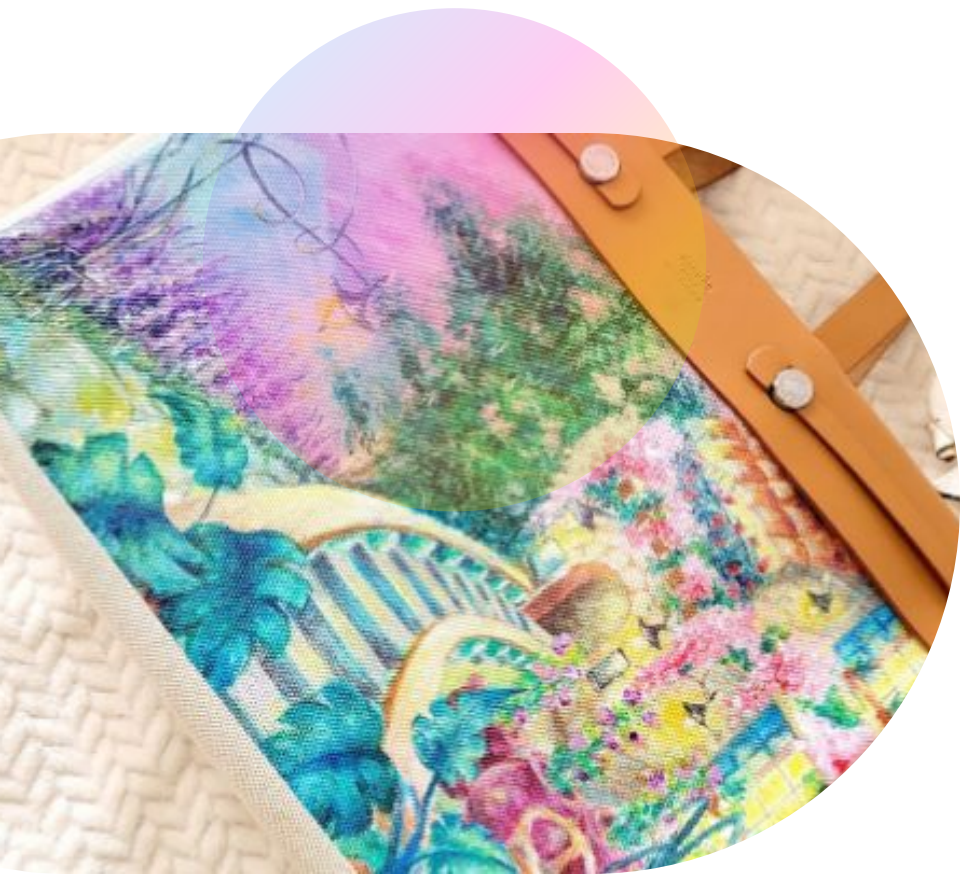




Projects Jump started During
The Pandemic

Paw-bahay Bedroom Sleepers.

I designed the paw-bahay for maximum cuddle weather or relax vibes from when you're at home. The product uses soft breathable materials perfect for stay home days.



Projects Jump started During
The Pandemic

SPRUCED-UP BAG PAINTING COMMISSIONS

Gave new life and meaning to old favorites with art.



Projects Jump started During
The Pandemic

POSTING RELAXING PAINTING VIDEOS.

01. Youtube as an outlet

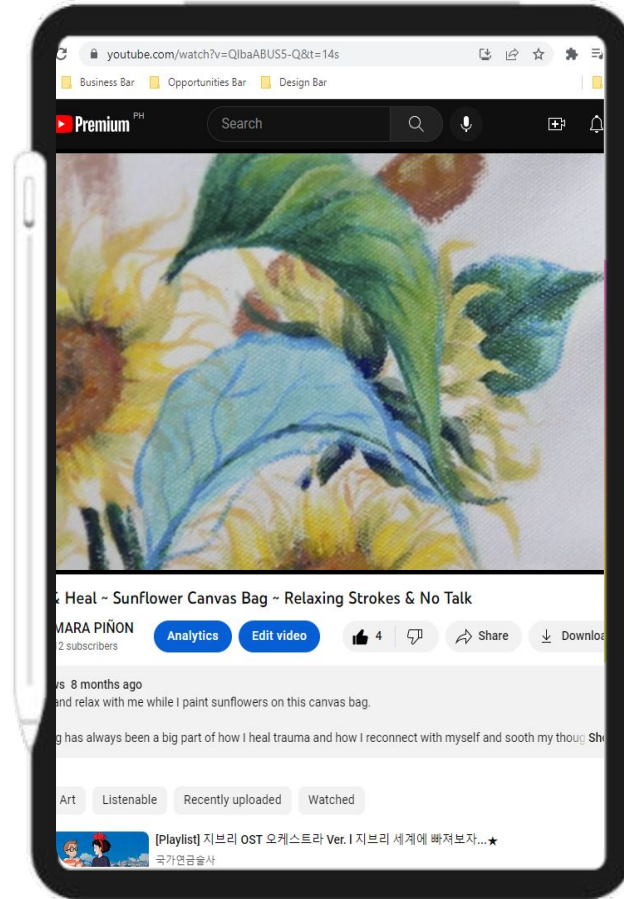
With the pandemic, it was hard to communicate how I felt, it was through posting on youtube about it that helped me a little.

02. Youtube as an engagement

Youtube provides me with a platform to get more in touch with my current market and understand them

03. Youtube as a way to advocate:

There are ways where insights and inspiration sparks a conversation with new audiences. This was a way for them to gain insight through my experiences





Projects Jump started During
The Pandemic

THE MAGIC GARDEN COLLECTIBLES.

Inspiration

Inspired by the gardens most
people started or were tending to
during the pandemic

Clover

(green colorway)

Plumeria

(pink colorway)

Materials

Upcycling polyester retaso

Using discarded coffee bags for its main upper.

Making a midsole-elevated experience with discarded
rubber foam from art products.

THE PROBLEMS NOW.

Prices

Overall production costs are constantly rising, making it hard to keep prices low.

New Technology

New technology in manufacturing and design has grown rapidly and is a major requirement for international opportunities.

Need for local RND support

The need for local raw materials alternatives for shoes and bag crafting





SOLUTIONS TO THE PROBLEM.

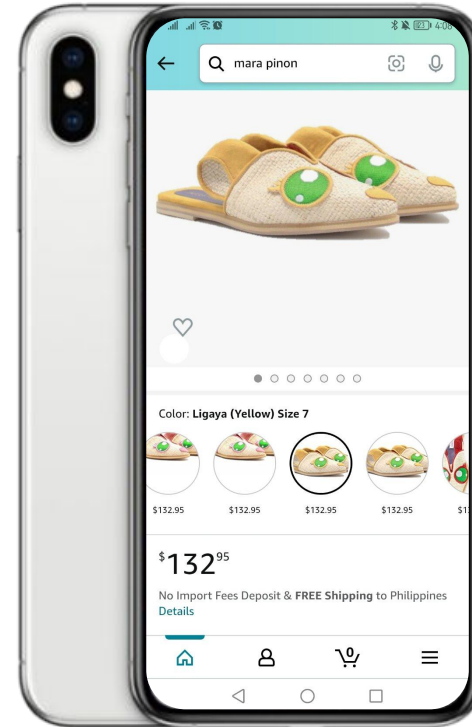
Zapateria

- number 1 go-to place when designing and manufacturing small quantities of unique shoes.
- Perfect place to experiment on different things like changes with business models and new footwear ideas
- Success with Artefino 2022

DTI Amazon Store

FamPH, eCFulfil and DTI launched a DTI Amazon store that helped with the distribution to the US market.

This allows for easier transactions with purchases done by customers from across the globe.





Kolab QC Local Gov't w/ FamPH

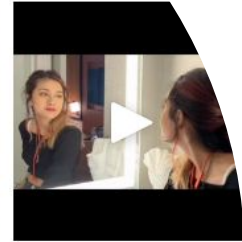
Kolab QC local gov and FamPH collaboration to empower women deprived of liberty.



#forwomengoinplaces

MANILA FAME

MANILA FAME set me up with foreign brands who want to incorporate mental health stories in their designs.





DTI MARIKINA

DTI Marikina helped with setting me up with other local businesses to partner with

PARTICIPATING IN THE 8TH ANNUAL FFDC

Being able to mentor future creative designers and guiding them to make a sustainable design was a fulfilling experience in knowing you can help shape the future of fashion.



WANNA SEE MORE MARA PIÑÓN?

- www.marapinon.com
- [@marapinonPH](https://www.instagram.com/marapinonPH)



Creative
Presentation

See You Next
Time

THANK YOU
THANK YOU

