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

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

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

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.
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.
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.
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.
Face masks and Chocolates.

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.

The Maskemojis
A cute masks that matches with people’s comfort animals and furbabies

Pag-ibig Chocolates
Sold during the valentine’s day. Not only were they eye-candy and aesthetic, they also taste good!
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.
SPRUCED-UP
BAG PAINTING
COMMISSIONS

Gave new life and meaning to old favorites with art.
Due to the pandemic, it was hard to communicate how I felt, so I started posting on Youtube. This helped a little.

**01. Youtube as an outlet**
With the pandemic, it was hard to communicate how I felt, so I posted on Youtube about it, which helped 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 spark conversation with new audiences. This was a way for them to gain insight through my experiences.

**Posting Relaxing Painting Videos.**

Projects Jump started During The Pandemic
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THE MAGIC GARDEN COLLECTIBLES.

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

Materials
Upcycling polyester retaso
Using discarded coffee bags for its main upper.
Making a midsole-elevated experience with discarded rubber foam from art products.

Clover
(green colorway)

Plumeria
(pink colorway)
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
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.
MANILA FAME

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

- www.marapinon.com
- @marapinonPH
THANK YOU

See You Next Time