

PRESS RELEASE



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AllHome partners with Villar SIPAG to boost local livelihood via LIKHA initiative

AllHome, the country's pioneering full-line home improvement store has announced its partnership with the Villar SIPAG foundation to establish the LIKHA initiative, an emphasis program aimed at the promotion of local handicrafts and products, boosting local community livelihood in localities all over the country where its 47 stores to date are present. The LIKHA initiative pilot was launched in AllHome NOMO, Bacoor Cavite, which featured locally-made products of Las Pinas from water lily stalks.

"The LIKHA initiative in Las Pinas brings together the solution to two local problems: livelihood and waterway congestion. Local Las Pinas craftsmen are renowned for water lily baskets, made of water hyacinths harvested from the Las Pinas river. An abundance of this raw material is indicative of high pollution levels in the waterway, causing overgrowth that traps even more pollutants. LIKHA aims to showcase these products and create demand for these handicrafts, providing local weavers with a sustainable livelihood and encouraging local craftsmen to keep harvesting water hyacinths to keep the Las Pinas river viable," says AllHome Vice Chairman Camille A. Villar.

Recognizing that now is the perfect time for local businesses to help put the focus on world-class local products made by skilled Filipino craftsmen, AllHome is putting the LIKHA initiative front and center in its growing store network. With the help of its in-house design and merchandising team, LIKHA's merchandise display and promotional campaign is optimized to allow customers to fully imagine the potential of local handicrafts, and consequently boost patronage of locally-made work.

The LIKHA initiative is aligned with AllHome's sustainability program for community social responsibility and environment protection. AllHome fully recognizes its important role in nurturing and supporting the communities where it has presence. To date, AllHome is present in 28 cities and municipalities with its 47 stores – 37 in Mega Manila, 5 in Luzon outside of Mega Manila, 5 in Visayas and Mindanao.

AllHome aims to add 2 more stores and have at least 49 stores by year-end 2020, as it endeavors to achieve the Villar retail group's vision to offer an upgraded, world-class retail concepts that the Filipinos deserve.

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