



After the condo, now it's jewelry by Trump

Ivanka Trump Fine Jewelry will open its first store in Asia, as part of selling the Trump Tower lifestyle

By Cheche V. Moral

FIRST, the tower; now, the jewelry. Century Properties Group Inc. has been doing business that is quite the opposite of the norm: They bring in the core business before the secondary brands. Case in point: the partnership with the Trumps.

In July, real estate mogul and TV personality Donald Trump's son Donald Jr. and Eric arrived in the Philippines to officially unveil Trump Tower Manila, the Trumps' licensing project with the Antonio-owned Century Properties.

The Trump brothers' visit was set to be followed by an August jaunt by their sister Ivanka, who was to launch her eponymous jewelry line here. Ivanka Trump Fine Jewelry will have its first store at Century City Lifestyle Center, a new high-end mall in Makati that's set to open next year. The trip had to be scrapped following the monsoon rains that caused massive flooding in the country.

"We felt it wasn't the right timing," says Bobbie Antonio, managing director of Century Properties Group Inc. and Century Retail II Inc. "It didn't feel right for her to come here and talk about luxury when there was so much devastation."

Nonetheless, Antonio and his crew finally

launched Ms. Trump's jewelry line at an exclusive event recently at a temporary boutique in the Trump Tower Manila showroom at the Pacific Star Building in Makati City. It's the brand's first store in Asia.

This is Century's first foray into retail, and it looks to be quite the prelude to what the Antonios are planning for their first-ever mall.

Century City's mall will be a "lifestyle center" where Filipino shoppers will find brands like Missoni Home and Versace Home, but European designer houses that have partnerships with Century. (Missoni and Versace are doing the respective interior designs for Century's Acqua Livingstone and Milano Residences.)

While it's looking to be quite a high-end mall, Antonio stresses that the retail shops will be "a mix"; the store lineup, Antonio says, will be "appropriate to our value system." The mall will open in the second quarter of 2013.

"We're doing things differently," he notes. "We started bringing in not the retail stores, but the flagship products," he says, referring to Trump, Missoni and Versace. "The jewelry came after the tower."

A coup

The Trump Tower Manila is in itself a coup, as it's the first Trump Tower to rise in a foreign since South Korea's New Century has bragging rights for owning the first standalone Ivanka Trump Fine Jewelry boutique in Asia. (It's sold in a department store in Hong Kong.)

Described by its namesake designer as "heirloom chic," the modern-class jewelry line is aimed at successful, independent women like the 30-year-old Ivanka Trump herself, a summa cum laude graduate from University of Pennsylvania and an executive vice president in her father's organization.

The brand "makes sense in developing markets such as this country," says Antonio. "The middle class is multiplying to an nth degree every year. This is what the growing middle class aspires for... We want to sell a lifestyle more than the product. And what's more tangible than jewelry?"

Antonio says it makes sense to set up the temporary boutique at the Trump Tower showroom, as its market is the "same buyer of sea, estate, somehow."

"It's the women who are the decision makers," he adds. "Those who can afford these apartments can also afford this jewelry."

According to Alerie C. Co, brand manager of Ivanka Trump, the pieces in the base price range of P35,000-plus have been quickly snapped up. The most expensive undisplayed is pegged at P2.1 million. (For appointments, call tel. 7938942.)

"We looked at the entire portfolio and we recommended the price points that would be most appropriate in Manila," says Antonio. "Some are high-priced but not the most expensive, but we also have affordable ones." There are a lot of cryxes in the current collection, but all pieces have diamonds, according to Co.

There are a few select pieces from the Bridal Collection, while everything can be ordered from the catalog.



BOBBIE ANTONIO, managing director of Century Properties Group, Inc.



SIGNATURE oval pave diamond necklace with black onyx and emerald, and diamond and onyx ring



DIAMOND octagonal chandelier-link earring



EARRINGS of rock crystals, mother-of-pearl and diamonds, and white sapphire and diamonds tabacchi ring



BATANGAS Vice Gov. Mark Leviste, Jose and Hilce Antonio, Mike Toledo, Flattersbank chair Ambassador Jesus Tambunting



TONI Leviste, Porini, son of Vice Gov. Mark Leviste; Vice Gov. Mark Leviste



JOLIBEE Foods Corp. chair Tony Tan Caktiong, Jose Antonio, Edgar Sia II



NOEL Orate



TERESA Herrera

Trump Tower Manila breaks ground

INTERNATIONALLY renowned Century Properties Group Inc. has achieved a first by erecting the first Trump-branded development in Asia, dabbles: The prestigious Trump Tower Manila will be delivered in 2016, we were told.

Trump is a top American businessman who has become world-famous not only for his real-estate developments but also as the stern-faced host in "The Apprentice," in which he mentors novice businessmen. Those who fail to live up to his demands go, his withering put-down, "You're fired!"

During the ground-laying of Trump Tower Manila, Trump jettied into Manila with his equally brilliant and good-looking sons, Donald Trump Jr. and Eric Trump.

When the Trump Tower showcase in Makati opened for by-appointment viewing last April, the development received two highly coveted Asia Pacific Property Awards in Kuala Lumpur, Malaysia: Best Residential High-rise and Best High-rise Architecture in the Philippines.

Last May, Century Properties reported that 67 percent of the more than 220-unit residential tower has already been sold.

"We are overwhelmed with the tremendous success of this project in such a short time," said Eric Trump. "Trump Tower Manila has already received accolades even prior to breaking ground, which is an incredible accomplishment, further showcasing the strength of the local market and its increasing demand in the ownership of luxury real estate."

Functions related to the launching of the Trump Tower raised money for charity, said Eric Trump.

"Similar to the previous events organized by Century Properties, Operation Smile Philippines is the beneficiary this year of several Trump Tower Manila functions that are intended to raise funds for the organization's 30th anniversary missions in November and December," said the Trump scion.

The Trump Tower Manila showroom is open for viewing by appointment. Call tel. 632-8189041 or 632-5553274. For info, visit www.trump-tower-manila.com; www.trump.com.

WITHOUT BATTING AN EYELASH
Maurice Arcabe

Photos by Alex Van Hagen powered by **POWER MAC CENTER**



DONALD Trump Jr., Century Properties managing director Marco Antonio, Hilce Antonio, Century Properties managing director and Trump Tower Manila project head Robble Antonio, Eric Trump, Century Properties chair Jose Antonio



CORY Quirino



RONALD Buiji, Becky Garcia



ERIC Trump, Hilce, Jose and Robble Antonio, Donald Trump Jr., May Muñoz Antonio