Coco Melody Design Maven Rodolfo “Puey” Quiñones Jr., Pays A Courtesy Call On The Consul General

28 March, New York—Confirming once again how Filipino creative leadership has gone global, Filipino fashion designer Rodolfo “Puey” Quiñones Jr. paid a courtesy call on Consul General Claro S. Cristobal on 27 March 2019 and shared about his journey through the competitive yet exhilarating world of fashion.

Known for his embroidery, draping, and hand-beading, “Puey” as he is popularly called, is currently creative director and Chief Operating Officer for US operations of CocoMelody, a Los Angeles-based bridal brand. On 21 March 2019, Puey found himself in New York once again to host a reception to unveil CocoMelody’s pop-up store at the Bowery, in the lower east side of Manhattan. This was followed by a mini runway show to display some of the brand’s exquisite gowns. Puey’s aesthetic is clearly visible in the collection.

As a proud Filipino designer, Puey wishes to use indigenous Philippine textiles. However, linking designers to suppliers, who could provide fabrics regularly, and of consistent quality, could sometimes be a challenge. Consul General Cristobal therefore suggested tapping the extensive network of the Piña-Seda program of the National Museum of the Philippines. Piña-Seda (pineapple and silk), as known to Filipinos, is a luxurious woven fabric reserved for clothes used on special occasions such as weddings, balls, or other formal events.

Puey will soon have a couture show in Los Angeles, and will be participating in New York Fashion Week this September. END

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Vice Consul Tanya Faye O. Ramiro with Psey Quiñones during the launch of CocoMelody’s pop-up store in Bowery (Photo by NYPCG)

Some of the gowns displayed at CocoMelody’s pop-up store in Bowery (Photo by NYPCG)

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A model wearing one of Puey Quiñones’ designs during the mini runway show at the launch of CocoMelody’s pop-up store. (Photo by NYPCG).

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