

**THE BEST IDEAS COME
AS JOKES.**

**MAKE YOUR THINKING
AS FUNNY AS POSSIBLE.**

- David Ogilvy



ALL ACCESS


EVENT MANAGEMENT

By Rolando Lotho



Fashion.
Arts.
Music.
Entertainment.

~~CORPORATE GALA~~
~~RUNWAY~~
~~SHOW EXECUTION~~
~~ART DIRECTION~~
~~EVENT MANAGEMENT~~
~~BRAND ACTIVATION~~
~~STORE ANIMATIONS~~
~~CONCERTS~~
~~FESTIVALS~~



*Rolando Lotho
is no secret to this industry.
The vision is to create a house that
provides direction to luxury retail
events in the region synonymous and
cohesive to a brand's objective.*

*“An event is an orchestra.
You have to create that music that
will make a stage move, and an
audience exude an emotion.
Even distaste.*

*All of this, satisfies he who
conducts.”*

let me tell you about

EDUCATE. ENTERTAIN. INSPIRE.





The Event Design

PROCESS

from inception to production



BRAIN STORMING

to produce an idea or way of solving a problem by holding a spontaneous group discussion.



RESEARCH, RESEARCH, RESEARCH!

The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions



THUMBNAIL SKETCHING

What is it and what's thumbnails got to do with events?



Battle Ideas

the power of feasibility

**IDEA
1**

vs.

**IDEA
2**

**MOCK IT UP
FOR BEST
RESULTS!!!**

Finally...

PRODUCTION!



IS

IT

ART?

BUSINESS OBJECTIVE

EDUCATE

To create and share various knowledge and information from a variety of fields in the field of arts and show business via several channels.

ENTERTAIN

Produce 360 degrees experiential journey to delight consumers.

INSPIRE

“We learned about honesty and integrity - that the truth matters... that you don't take shortcuts or play by your own set of rules... and success doesn't count unless you earn it fair and square.” - Michelle Obama

GALLERY



FASHION SHOWS PARTIES, & LAUNCHES





FASHION SHOWS PARTIES, & LAUNCHES





KIDS EVENTS





CORPORATE



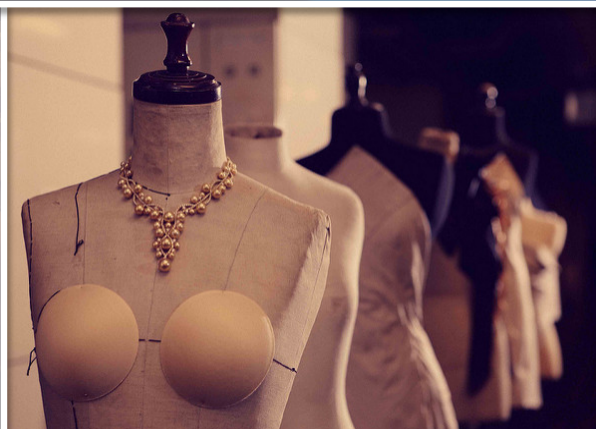


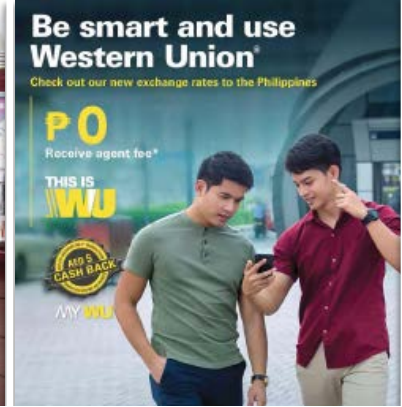
CELEBRITY HOSTING



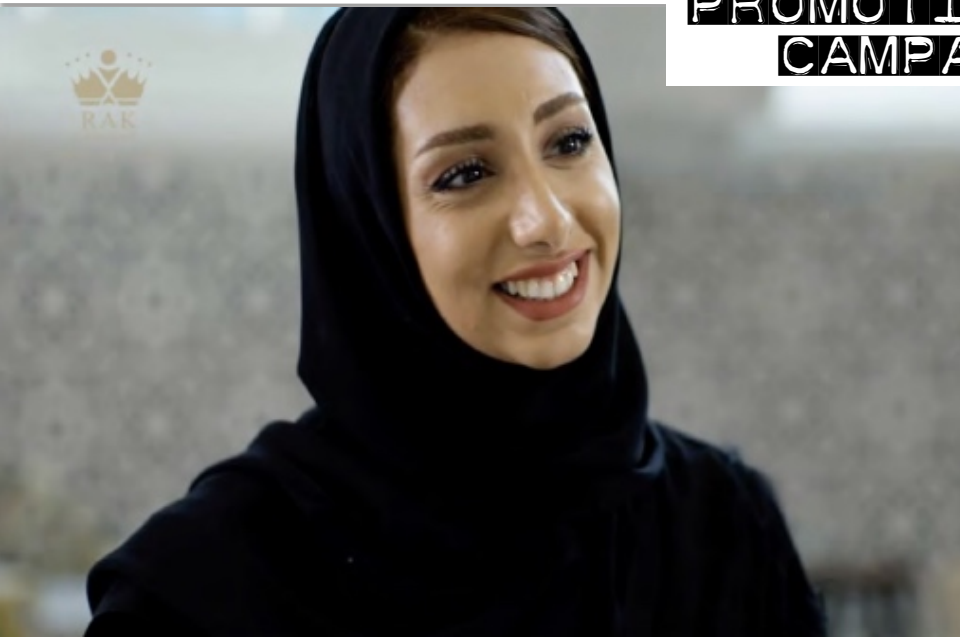


**FASHION STYLING &
ART INSTALLATIONS**





PROMOTIONS AND CAMPAIGNS



ABOUT

ILLUSTRADO

CHAMPIONING *The* WORLD CLASS FILIPINO

TAAS NOD FILIPINO

100

MOST INFLUENTIAL FILIPINOS

in the GULF 2018

ILLUSTRADO MOST INFLUENTIAL
100 FILIPINOS *in the* GULF 2018

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Rolando LOTHO

CREATIVE DIRECTOR

With a discerning eye for detail, Rolando Lotho has played an instrumental role in developing a formula for the region's most fabulous fashion and commercial events. Having managed a number of leading luxury retail brands – namely Armani, Fine Jewelry, as well as Bloomingdale's Dubai – as the previous PR & events executive for the Al Tayer Insignia, Rolando is now the marketing manager of Atelier Ignacio, as well as the special events director of All Access Events – a venture of his own.

Before establishing himself in this part of the globe, Rolando was initially a fashion stylist for Saga Events. In need of a larger arena for creative expression, he became a protégée of the esteemed fashion show and event director, Robby Carmona, where he learned the tricks of the trade. An early career feat of his regards touring the entire Philippines, staging live events for the number one telecommunications company – Smart Communications. These days, he is the prolific driving force that fuels a diverse range of the Middle East's product

launches, store openings, and events attended by mainstream celebrities.

Aspiring to seek balance within a tumultuous work life, Rolando is also a teacher of yoga. With hopes of convincing others to take part in such an activity, it is this spirituality that Rolando has found in yoga that has provided clarity in both his personal and professional life. "The most elegant of all luxury is peace of mind. I practice yoga and never let a day pass without it. It keeps me sane and grounded."

Photo by: Rozen Antonio

ROLANDO LOTHO

+971561312601

Dubai, UAE

Known to his colleagues as Lotho, he is often referred to as “The Joker”; the villain from the Batman sequel. His moves are extremely unorthodox yet well-calculated with a great amount of obsessive compulsiveness – without losing his sense of humour.

Started as a Fashion Stylist for the #1 Events Agency in the Philippines – Saga Events. He has won several styling competitions earning him Gold, Silver and Bronze, Best Stylist and a scholarship grant to study Fashion Design at the Metropolitan Museum Manila.

His curiosity had led him to be the protégée of ace director, Robby Carmona, learning along the way the tricks and trade of directing live events and fashion shows. Sooner he found himself as the BTL Creative Director of an advertising agency – Excite Communications; and has travelled the entire country staging live events for the #1 telecommunications company – Smart Communications which gave him the platform to travel as well to GCC creating international caliber events.

Lotho has worked as Public Relations & Events Executive with Al Tayer for 4 years managing all the Armani brands, Beauty, Fine Jewellery, Luxury Home and his pride and pinnacle, Bloomingdale’s Dubai and Kuwait. Pioneering in helping develop the formula, he takes joy and pride in creating a frontrunner of fashion events in Dubai. Not to be taken lightly, he is also their director for Corporate Events.

He has furthered his education and finished Art Direction for Fashion in Central Saint Martins, London, England apart from his University degree. Currently, he is now a self made entrepreneur with his very successful events company – ALL ACCESS EVENTS



Lotho is also a certified yoga instructor and a member of Dubai Design & Fashion Council.

EXPERIENCE:

P.R. & Events Executive

Al Tayer Insignia (2016-2017)

Portfolio: Bloomingdale's Dubai, Bloomingdale's Kuwait, Luxury Home, Jewelry, & Corporate

Events Executive

Al Tayer Insignia (2016 - 2014)

Portfolio: Bloomingdale's Dubai, Armani Group, Beauty, Luxury Home, & Corporate

Events Coordinator

Al Tayer Insignia (2014 - 2013)

Portfolio: Bloomingdale's Dubai & Beauty

Events Director

Excite Advertising Agency (2012 - 2000)

Fashion Stylist & Event Director

SAGA Events + Models (2012 - 2000)

INTERESTS:

- Yoga - Level 2 in Ashtanga, Hatha, Flexibility, Dynamic, Inversion, Power & Bikram
- Fashion & Arts:
Skilled craftsman in set design, & fashion styling

EDUCATION:

University of the Arts - Central Saint Martins, London

Art Direction (2015)

Metropolitan Museum Manila

Fashion & Design (2007)

University of Santo Tomas - Philippines

Graduate: Bachelor of Science in Commerce major in Business Administration (2000 - 1996)

ACHIEVEMENTS:

- Top 100 Most Influential Filipinos In The Middle East
- Fashion Styling: Numerous awards in several styling competitions.
- Bloomingdale's Growth & Expansion

STRENGTHS:

- 360 degrees skill in Events: Proposal, Budgeting, Coordination, Execution, Direction, Lighting & Sounds
- Fashion: Styling, Design, Art Direction
- Skilled Presenter: Public Speaking & Proposal Management
- Leadership Provide support most especially to the team



BY

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THAT'S ALL

We hope you enjoyed the show.