



PINAS SADYA



K&COMPANY

New Things Pinoy @ #IndependenceDayAtSM



YOYA

*This
#IndependenceDayAtSM,
let's celebrate the food,
the stories, and the
creativity that brings
us together. Support
local, discover something
new, and take pride
in everything that makes
us Filipino!*



LOCAVORE

Don't forget to like and follow @smsupermalls on social media or visit www.smsupermalls.com for the latest updates and events!

This Independence Day, come together and celebrate what makes us proudly Filipino—from our rich heritage to local flavors and homegrown talent. From food that feels like home to finds that showcase Filipino creativity, SM Supermalls is your destination for all things proudly Pinoy.

Savor the Flavor: Pinoy Food Stops Worth Sharing
Celebrate with a feast of Filipino favorites that are perfect for sharing with family and friends. Start with bold Filipino classics at Manam, known for its comforting dishes with a twist, here at SM Aura, SM Megamall, SM Mall of Asia (MOA), SM North EDSA, SM Podium, and



LOLA CAFÉ



MESA



KULTURA

SM City Fairview. Craving a hearty family-style spread? Mesa brings traditional favorites to life at SM Aura, SM Megamall, and SM MOA.

Support Local: Finds That Celebrate Filipino Craft and Creativity
Wear your pride and shop homegrown! Discover uniquely Filipino pieces that carry stories and culture. Start at Kultura for locally made products, native delicacies, fashion, accessories, and proudly Pinoy gifts at SM Aura, SM Podium, SM North EDSA, SM MOA, SM Megamall, and SM City Fairview. For elevated Filipino fashion and modern staples go to K&Company at SM Aura, SM Podium, and S Maison. Try going for bold styles with Yoya, first in the Philippines at SM Aura, offering fashion-forward pieces inspired by local culture and designed for everyday expression. You can also go and add a touch of tradition to your wardrobe with Pinas Sadya where classic Filipiniana and Barong

Tagalog elements are reimagined into stylish, everyday pieces at SM MOA.
What Makes Us Proudly Pinoy
This #IndependenceDayAtSM, let's celebrate the food, the stories, and the creativity that brings us together. Support local, discover something new, and take pride in everything that makes us Filipino!



MANAM

Make it a celebration to remember—only at SM, bringing you a #NewEraOfFirsts.

GEORGE AND ONNIES