

Company: Megaworld Lifestyle Malls, Taguig City

Company Description: Megaworld Lifestyle Malls is the retail and commercial development arm of Megaworld Corporation, one of the Philippines' largest real estate companies. As the country's premier operator of lifestyle destinations with exceptional designs, offerings and experiences, its mission is to make happiness and meaningful connections a lifestyle for its valued patrons and communities.

Nomination Category: Sustainability Categories

Nomination Sub Category: Reuse and Recycle

Nomination Title: Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag: Fashioning a Circular Future, One Bag at a Time



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization or individual, OR written answers to the questions? (Choose one):

Written answers to the questions

2. Briefly describe the nominated organization or individual: history and past performance (up to 200 words):

Total 166 words used.

Megaworld Lifestyle Malls is a premier Philippine retail and commercial developer known for curating innovative, experience-driven environments across its 20 lifestyle malls nationwide. As a subsidiary of Megaworld Corporation, one of the country's largest real estate companies, it has long distinguished itself by merging commerce with culture, leisure, and sustainability. In recent years, the company has deepened its commitment to environmental responsibility, integrating eco-conscious practices across mall operations, marketing, and community engagement—demonstrating that business success and sustainability can co-exist meaningfully.

Partnering in this initiative is Catriona Gray, Miss Universe 2018 and one of the Philippines' most influential public figures. Beyond her global recognition in fashion and entertainment, Gray is a passionate advocate for education, indigenous heritage, and environmental sustainability. Known for using her platform to advance social causes, she brings both credibility and cultural resonance to campaigns she supports.

Together, Megaworld Lifestyle Malls and Catriona Gray forged a collaboration that leverages retail, design, and advocacy to address urgent environmental challenges—particularly around waste reduction and circular consumption.

3. Outline the organization's or individual's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 241 words used.

The Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag campaign stands as a bold example of how environmental responsibility can be seamlessly integrated into retail and fashion through purposeful reuse and recycling. Launched in 2024, the campaign addressed two urgent environmental concerns: the accumulation of non-biodegradable retail marketing materials, and the need for accessible, desirable sustainable products.

At its core, the campaign repurposed 9.9 tons of discarded tarpaulin banners—previously used in mall promotions—into over 2,000 high-quality lifestyle bags, designed by Catriona Gray, Miss Universe 2018 and a leading advocate for sustainability. These were not only eco-friendly fashion pieces but symbols of circular innovation.

The campaign's eco-exchange model invited shoppers to redeem a bag by donating 35 plastic bottles, resulting in the collection of over 70,000 plastic bottles for recycling, managed in partnership with Plastic Credit Exchange. Beyond material diversion, the campaign empowered 30 local artisans through the production of these handcrafted bags, in collaboration with Side B Upcycling Inc.

The environmental impact is measurable and significant: waste diverted from landfills, estimated 30 metric tons of CO₂ emissions avoided, and the promotion of circular economy practices within a traditionally linear retail environment.

At the center of this achievement is Catriona Gray—a woman who used her platform not just to endorse sustainability, but to design, advocate, and lead by example. Her involvement transformed the campaign into more than a green initiative; it became a movement for reuse, recycling, and responsible retail.

4. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 23 words used.

Tatler Asia:

<https://www.tatlerasia.com/style/fashion/mindfully-fashionable-enviro-chic-bag>

People Asia:

<https://peopleasia.ph/megaworld-lifestyle-malls-and-catriona-team-up-for-the-environment-with-chic-earth-friendly-bags/>

Mega Magazine Asia:

<https://mega-asia.com/fashion/features/did-catriona-gray-just-design-the-most-stylish-ecobag/>

GMA Network:

<https://www.gmanetwork.com/news/lifestyle/shoppingandfashion/920093/catriona-gray-launches-first-enviro-chic-bag-collection/story/>

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are providing written answers to the questions, provide them in the appropriate spaces below:
6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's or individual's past performance (up to 250 words):

Total 249 words used.

The Enviro-Chic Bag campaign is significant because it redefined sustainability in retail—not as a side initiative, but as a scalable, and culturally resonant practice. In an industry where most sustainability efforts remain surface-level or short-lived, this campaign set itself apart by transforming waste into value at scale, while embedding environmental consciousness into every touchpoint of the consumer journey.

What makes this achievement unique is its multi-layered impact: it did not stop at recycling; it promoted reuse, community engagement, and behavior change. By upcycling 9.9 tons of waste into fashionable, functional bags and collecting over 70,000 plastic bottles from consumers, the campaign bridged individual action with systemic change. The inclusion of a plastic donation requirement in the redemption process made environmental participation accessible, meaningful, and immediate.

Unlike many campaigns that rely on green messaging alone, this one delivered measurable results. Compared to industry benchmarks, where sustainability often takes the form of token eco-products or digital pledges, this initiative involved actual waste diversion, verified recycling, and artisanal production—demonstrating a closed-loop model rare in mainstream retail.

Catriona Gray's involvement amplified this impact in a way few traditional campaigns could. Her authenticity as a sustainability advocate gave the initiative cultural relevance and credibility, sparking widespread support without the need for paid media. In doing so, the campaign exceeded expectations for sustainability in fashion and retail.

It is both a practical solution and a symbolic call to action—proving that women-led, values-driven initiatives can reimagine and reshape environmental leadership in the business world.

Attachments/Videos/Links:

[Megaworld Lifestyle Malls x Catriona Enviro-Chic Bag: Fashioning a Circular Future, One Bag at a Time](#)



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