

ENTERTAINMENT

Dressing up Legally Blonde

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From left: Nyoy Volante, Nikki Gil and Guji Lorenzana as Emmet Forrest, Elle Woods and Warner Huntington III, respectively

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packed houses all over the US on its National Tour and in London's West End. Atlantis Productions brings this pink kingdom to Manila starring Nikki Gil as Elle Woods (played in the film by Reese Witherspoon), Nyoy Volante as Emmet Forrest, and Guji Lorenzana as Warner Huntington III. And this kingdom is happy to have found its fairy godmother in SM Department Stores.

Elle and her kingdom will be dressed up from head to toe by SM Department Stores in a first-ever theatrical partnership for the store.

Manny Martinez, AVP marketing for SM Retail, Inc., says, "SM Department Store is happy to partner with Atlantis Productions for the 2010 Philippine Premiere of Legally Blonde The Musical. The fun, entertaining show of great talent, youthful energy and engaging music brings its world-acclaimed success closer to the Filipinos. Its contemporary theme and encouraging message speaks not only to the young but to an audience who treasures perseverance and confidence with great respect, the very same audience SM Department Store caters to."

Chari Arespacochaga, director of Legally Blonde, shares, "The costume requirements for the show are huge. We couldn't be happier to have this partnership with SM Department Store, a department store that truly carries the variety of styles and fashion choices that are needed in the show. And for everyone in the audience who will want to live out the bold and free spirit of Elle Woods and her friends, SM Department Store assures that almost all the apparel found in the show will be available at their branches!"

See it in the show and buy it at the store. With SM Department Store's dressing up Legally Blonde The Musical, it will not only be the theatrical event of the season, but also a fashion milestone for Philippine Theater.

Legally Blonde runs at the Meralco Theater from June 25 to July 18 and is presented through a special licensing

MANILA, Philippines - In a beloved fairy tale of old, the beautiful ash girl turned into a princess when her fairy godmother waved her magic wand. From then till now, it is indeed her clothes that help make a princess.

But in this new modern-day pink fairytale, the princess is Elle Woods, a true blue sorority girl ready for her prince to propose marriage so she can live out her happily ever after. Instead, she gets dumped for not being "serious" enough for the prince's plans of law school and a political career. So Elle follows him to a law school where she outshines every last "serious" student and helps win an important court case too — all without giving up her trademark style. Along the way, she makes friends and finds the real prince she was meant to live happily ever after with.

This is Legally Blonde, a delightful all-singing, all-dancing musical based on the smash hit movie of the same title. With music and lyrics by Laurence O'Keefe and Nell Benjamin and a book by Heather Hach, the show enjoyed a much applauded run on Broadway and is playing to

agreement with Broadway Asia Entertainment.

For details, call 892-7078 or 840-1187.