

Midas Bags, Shoes, Leather Repair and Restoration Opens Flagship Store at SM North EDSA with Mayor Joy Belmonte

Leather restoration specialist opens at SM North Carpark Plaza; Mayor Belmonte leads ribbon cutting

QUEZON CITY, PHILIPPINES, August 26, 2026 /EINPresswire.com/ -- [Midas Bags, Shoes, Leather Repair and Restoration](https://www.einpresswire.com/2026/08/26/midas-bags-shoes-leather-repair-and-restoration-opens-flagship-store-at-sm-north-edsa-carpark-plaza/) opened its flagship store at the SM North EDSA Carpark Plaza last August 15, 2026, taking a prime position at the walkway linking the plaza to The Block, the mall's upscale retail wing.

Quezon City Mayor Joy Belmonte led the ribbon-cutting as guest of honor, following a blessing rite attended by company executives, mall officials, and invited guests.



Quezon City Mayor Joy Belmonte cuts the ribbon to formally open the Midas flagship store at SM North EDSA, assisted by Chairman Reynold Yabes (left) and SM Assistant Mall Manager Patricia Isabelle B. Arcilla (rightmost)

In remarks before the opening, Mayor Belmonte spoke on the city government's support for small and medium enterprises, citing the sector's role in local employment and in the city's post-pandemic commercial recovery. She then formally opened the store.

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Quezon City has been good to small businesses like ours, and this flagship is proof of what that support makes possible.”

Jullian Anisco, Midas General Manager

The flagship is the largest outlet to date for Midas, which restores handbags, footwear and leather goods, work that ranges from sole replacement and hardware repair to full color restoration on luxury pieces. Placing that service beside The Block puts the company within walking distance of the luxury and premium brands whose products it repairs.

Also present were Midas Chairman Reynold Yabes, Midas

General Manager Jullian Anisco, Special Guest [Karlo Benjamin Nisce](#) of [Rockstar Consulting](#), and SM The Block Mall Manager Michael Vincent Uy.

"Quezon City has been good to small businesses like ours, and this flagship is proof of what that support makes possible. Being steps from The Block puts our craftsmanship right where our customers already shop for the brands we restore. We're proud to grow here." Midas General Manager Jullian Anisco said.

Repair and restoration have drawn steady demand in the Philippine retail market as consumers extend the life of higher-value goods rather than replace them, a shift retailers across Southeast Asia have reported since 2023. Midas is positioning the flagship as both a service counter and a walk-in consultation point, with assessments done on site.

SM North EDSA, one of the largest malls in the country by floor area, draws heavy weekend foot traffic through the Carpark Plaza corridor; traffic the new flagship is positioned to convert into walk-in business right at its doorstep. Midas SM North is now open to the public daily from 10:00 AM to 10:00 PM, marking the brand's largest and most visible location yet as it continues growing across the country.

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(From left) Ollie Belmonte, Midas Chairman Reynold Yabes, Mayor Joy Belmonte, SM Mall Manager Patricia Arcilla, Midas General Manager Jullian Anisco, and Consultant Karlo Benjamin Nisce of the Rockstar Group



Mayor Joy Belmonte commands the podium as guest of honor, her remarks on Quezon City's commitment to small and medium enterprises setting the tone before she takes up the ribbon-cutting scissors to officially welcome Midas to SM North EDSA.

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