

The Highest-Grossing Filipino Films: Domestic Movies about 'Love' Win Native Audiences!

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High-grossing Romance Filipino films - *Rewind* (2023); *A Second Chance* (2015); and *Hello, Love, Goodbye* (2019)

Source: IMDb, and Esquire Philippines (all images for reference)

The cinema of the Philippines is a vibrant extravaganza of life, filled with themes of drama, love, enthusiasm, and stories. The Filipino film industry is one of the most blooming cinemas in Southeast Asia. However, the native film industry has catapulted its international presence and collections in the recent decade with the use of one specific genre - 'romantic drama'. Among the highest-grossing films of all time in the Philippines, the three domestic films are considered iconic by Filipino audiences. The films are *Rewind* (2023); *Hello, Love, Goodbye* (2019); and *The Hows of Us* (2018). Intriguingly, all three films come under the genre of romantic comedy, or sentimental romance. The films performed at par with blockbuster Hollywood films such as *Avengers: Endgame*, and *Frozen II*. The most successful domestic Filipino films emphasize aspects of affection or a fantasy of love. For example, romance fantasy *Rewind* earned 1.2 billion Philippine pesos in the domestic market. Let's dive into some of the highest-grossing Filipino films that won over audiences through their fascinating narratives on 'love'.



***A Second Chance* (2015)**

Source: Netflix

A *Second Chance* (2015) was a special film in the journey of popularization and demand of this genre among domestic audiences. Directed by the prominent Filipino screen director of ABS-CBN, Cathy Garcia-Molina, the film narrates the intricacies of a married life with a promise of a 'fragile forever'. However, the protagonists triumph in their love story at the end. This film inspired many consequent romantic films in the Philippines with sentimental storytelling and acted as a strong starting point. The film touched the mark of 500 million Philippines pesos and became the sixth highest-grossing film of all time.



***Hello, Love, Goodbye* (2019)**

Source: GMA Network

Hello, Love, Goodbye was further released in 2019 and was also directed by Cathy Garcia-Molina. The film also stars Kathryn Bernardo and Alden Richards in lead roles. The protagonists explore their lives in the bustling city of Hong Kong, with a realistic approach to balancing love and career. The salient features of such successful Filipino romantic films are their incorporation of fantastical settings, pastel color palette, comic themes, smooth build-up of characters, and a dedication to a happy ending after an intriguing climax. The film went on to earn 800 million Philippine pesos worldwide.

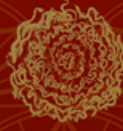


***The Hows of Us* (2018), and *Rewind* (2023)**

Source: IMDb

The romantic blockbusters of the Philippines, *The Hows of Us* (2018), and *Rewind* (2023) crossed the mark of 1 billion Philippine pesos at the global box office, becoming the two highest-grossing films from the Philippines. *Rewind* takes an interesting twist on the romantic genre as it combines science fiction and time travel. The film stars Dingdong Dantes, and Marian Rivera, who are also real-life partners, who attempt to fix their relationship through a magical intervention. Dantes travels back in time to protect his wife and this creates an enchanting tale of love. The film premiered at the 49th Metro Manila Film Festival and emerged as the highest-grossing film of all time in the Philippines. The enigmatic musical compositions by Francis Concio, and cinematography by Neil Daza in the film created the epitome of the romance genre.

The films from the Philippines have become a quintessential staple of global popular culture thanks to the wholesome entertainment they provide. Thus, the commercial Filipino releases and feature films have redefined the genre of fantasy romance with narratives that are not meant for mere one-time-watch but have a lasting impact.



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