



The SUPPORT Arts and Crafts
International Centre of Thailand
(Public Organization)

ผ้าไทยใส่ได้ทุก
Gen



GENERATION Y

LOOKBOOK

SACICT **ไทย**
คุณค่าความเป็น

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CEO'S TALK



The SUPPORT Arts and Crafts International Centre of Thailand (Public Organization) or SACICT has arranged Thai handicraft competition “Thai Handicraft Fabric for All GEN” to provide and opportunity for new generation artists and designers to compete ideas for fashion designs that match with the lifestyle of Thais across every generation, igniting the preservation of Thai handicraft fabric among new generation people as well as encouraging them to adopt Thai handicraft fabric into everyday occasions.

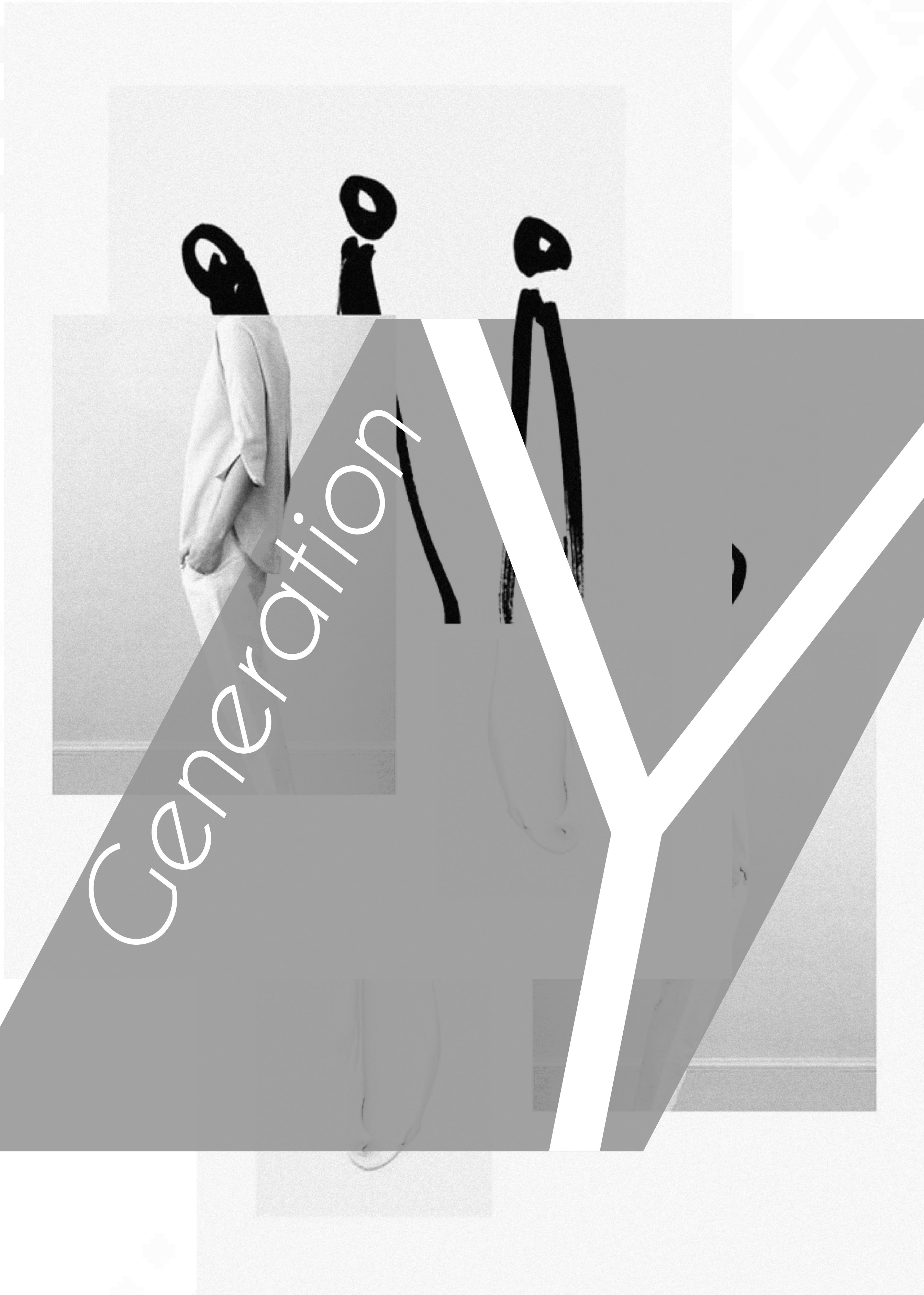
“Thai Handicraft Fabric for All GEN” contest project is divided into 5 categories which includes 1. Finale Design 2. Baby Boomer Design 3. Generation X Design 4. Generation Y Design and 5. Generation Z Design. The judges select 10 design works for each category which is a total of 50 design works from over 300 design works which are unique and reflect the perspective of new generation people towards Thai handicraft fabric through the creativity of fabric selection and implementation in their design works. All 50 design works which is created to be modern and contemporary while also preserves the identity of Thai handicraft fabric is included in this Look Book.

I truly believe that “Thai Handicraft Fabric for All GEN” contest is the first step of bridging the gap between Thai handicraft fabric and new generation artists and designers which encourages Thais to support and consume more Thai handicraft fabric products. This contest is also a crucial step that helps elevating fashion of Thai handicraft fabric to become more modern, contemporary, and practical for everyday occasion for people in every generation.

Mr. Pornpon Akathaporn

Chief Executive Officer of The Support Arts and Crafts
International Centre of Thailand

Generation



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F I N A L I S T

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GENERATION Y DESIGN

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THE CREATIONS ARE DESIGNED TO SUIT THE LIFESTYLE
AND USAGE OF GEN Y PEOPLE (23 - 39 YEARS OLD)

S Y O O 1

NAME OF DESIGNED WORK :

ORCHID IN MY LIFE

CONCEPT

Inspired by the orchid which has unique beauty and has been in the lifestyle of Thais for generations, the orchid design translates into a modern apparel with the application of cotton fabric and morhom fabrics which are commonly worn by local gardeners.





TECHNIQUE

Hand embroidery of orchid flower pattern

MATERIAL

Morhom fabric, indigo dyed cotton fabric with Sai Fon pattern



DESIGNER :

**MR. WORAMETH MONTHANOM,
MR.THANAKORN SRITONG**

S Y O O 2

NAME OF DESIGNED WORK :

MUU HAO

CONCEPT

To express the concept of being fun and out-of-the-box of Gen Y people, this design is created to by using striking colors and adopting the knowledge of hill tribe pattern and embroidery to create unique pattern on indigo dyed hand-woven cotton fabric.





TECHNIQUE

Using flipping technique to create the design based on hill tribe pattern design with embroidery technique for embellishment

MATERIAL

Indigo dyed cotton fabric, hill tribe hand-embroidered fabric from The SUPPORT Foundation, and cotton yarn for pattern embroidery



DESIGNER :

MR. PTAWA ARRAYAPHARNON



S Y O O 3

NAME OF DESIGNED WORK :

RE : : :

CONCEPT

Hun-Bok, a traditional Korean dress which is the apparel that has the oldest square structure, is the inspiration of this creation. Together with the designer’s interest in pattern design, the concept of square structure of Hanbok is applied to create new exotic pattern and dimension for an apparel while can also be worn in everyday life.





TECHNIQUE

Develop pattern technique and high-technic sewing

MATERIAL

Silk, cotton fabric



DESIGNER :

MR. THEE TANATKRITSAKORN



SY004

NAME OF DESIGNED WORK :

KHUN-KHAO

CONCEPT

“This fabric possesses an exceptional charm, it should be seen and appreciated by foreigners.”, a quote from Her Majesty Queen Sirikit The Queen Mother given when visiting the hill tribe people for weaving development project at Doi Tung Royal Villa, Mae Fah Luang in Chiang Rai province is the source of inspiration for this creation.



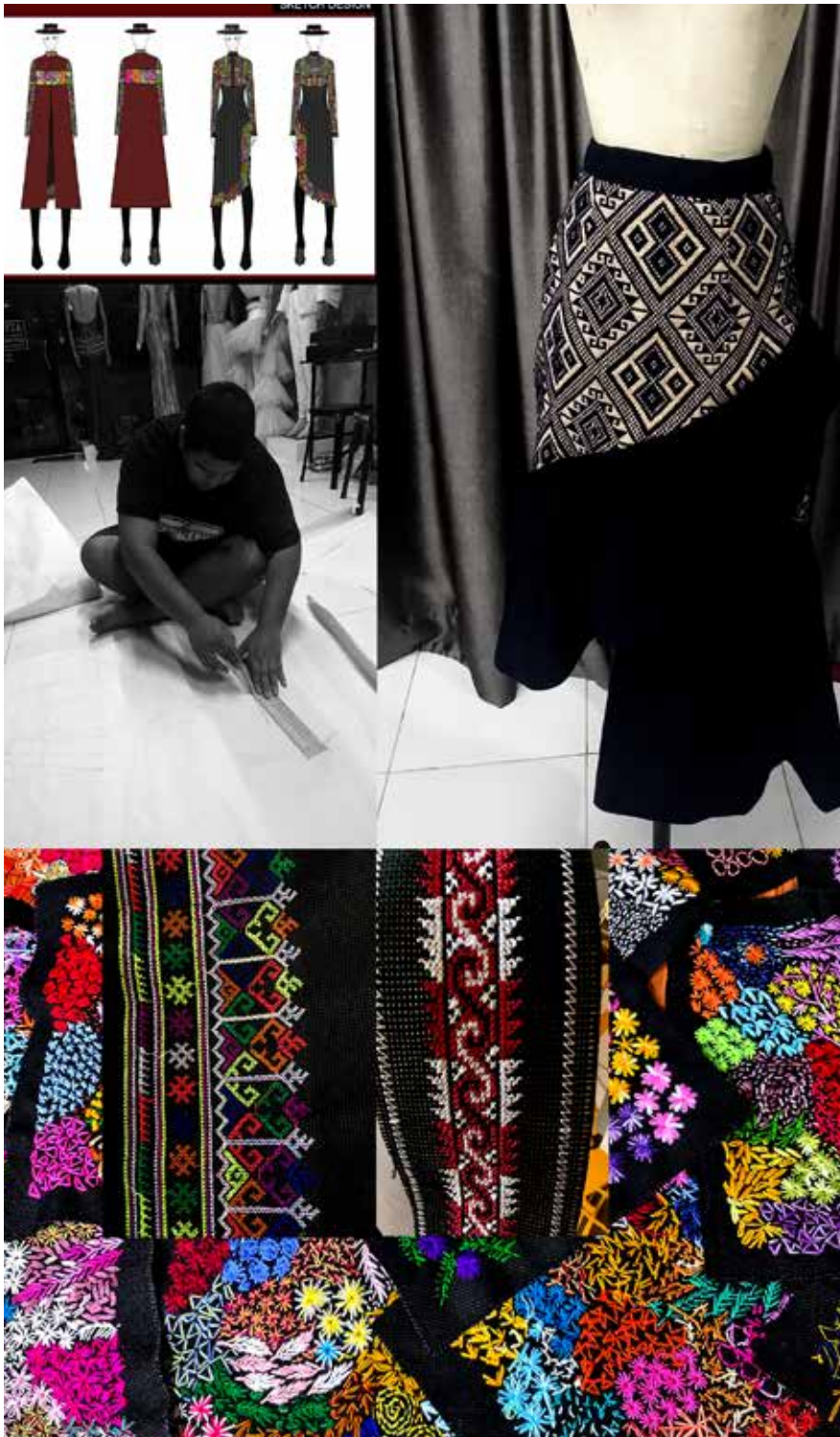


TECHNIQUE

Hill tribe embroidery technique with color selection based on the flowers in Doi Tung to create hill tribe hand-embroidered fabric with unique pattern design

MATERIAL

Hill tribe hand-embroidered fabric, cotton fabric, and silk



DESIGNER :

MR. ATTAWIROTE THONGTHIP

S Y O O 5

NAME OF DESIGNED WORK :

HEART AND SOUL

CONCEPT

With the thought of preservation and development of hand-woven fabric, this creation adopts cotton fleece fabric which is generally uses for scarfs and traditional hill tribe apparels to create new design using patchwork technique while maintaining the unique hill tribe pattern design. It is designed to be practical for everyday usage as well.





TECHNIQUE

Patchwork technique

MATERIAL

Hand-woven cotton fabric from Phu Thai tribe, Pattana Sri loincloth from Purisa, and cotton fleece fabric from Mae Hong Son province



DESIGNER :

MR. VITIT TAWEESUK



S Y O O 6

NAME OF DESIGNED WORK :

LEAF.MEMORIES

CONCEPT

From the concept “Everything is The One and Only”, this creation uses leaf pattern to represent each element and thing in this world which is “different and unique” in their own ways. It is designed to combine different kinds of fabric, pattern, and technique from 3 different sources of knowledge





TECHNIQUE

Leaf pattern from eco print technique, natural tie dye technique from mangosteen peels, special printing technique, and crystal beading embroidery technique

MATERIAL

Sea mud dyed silk with leaf pattern, tie dyed fabric with gem pattern, painted fabric from Me-D



DESIGNER :
MR. AMORNTHAP JITHNAK

S Y O O 7

NAME OF DESIGNED WORK :

HOLIDAY

CONCEPT

This creation is designed based on the concept of 'Holiday' which is the occasion that people long for relaxation. With this inspiration, the apparel is designed for woman to be easy-to-wear for versatile occasions.





TECHNIQUE

Mudmee fabric weaving technique and bead embroidery technique

MATERIAL

Mudmee silk and hand-woven cotton fabric



DESIGNER :

MR. NATTAPONG KHONGRUK

S Y 0 0 8

NAME OF DESIGNED WORK :

DON'T JUDGE

CONCEPT

“Don’t judge people by their look, please see a person through the cover and judge one’s by hearts”, is the composition from the character called "Khun Chang" from Thai folk tales "Khun Chang Khun Phaen" which inspires the design and pattern of this creation. The concept translates into street fashion designed to express a "clash" of different yarns, extreme colors, and patterns, representing a combination of novel elements in one apparel.





TECHNIQUE

Zero waste tailoring technique using a 12.30-inch-wide loom, dyeing, embroidery, and printing techniques

MATERIAL

"Special hand-woven fabric" made from natural yarn, synthetic yarn, thread yarn, ropes, premium Japanese fabric, fabric remnants, and hand-woven cotton fabric from The SUPPORT Foundation



DESIGNER :

**MR. NAPHA TANSUWAN,
MISS.PANISARA MANEERAT**

S Y 0 0 9

NAME OF DESIGNED WORK :

BANGKOK CITY
OF LIFE

CONCEPT

To disrupt the regular way of office wear and work clothes, silhouette design is selected to create office wear and work clothes by using hand-woven fabric for value-added purpose. The apparel is modern and practical which can be worn in everyday occasions.





Cotton and silk weaving technique,
embroidery technique, and skirt woven technique
using cotton fabric

Hand-woven cotton fabric and plain hand-woven silk



MR. PHAKDECHA WACHANACHAN



S Y O 1 O

NAME OF DESIGNED WORK :

WINDING DOWN

CONCEPT

This creation is influenced by the concept of home as a comfort zone.
The design brings the vibes of in-home atmosphere into the apparel which
is designed for practical usage in everyday life.





TECHNIQUE

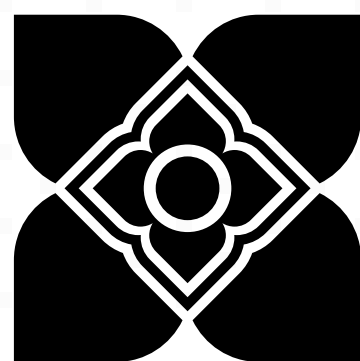
Embroidery technique, patchwork technique, and quilt technique applied from blanket quilting to create textile pattern

MATERIAL

Natural dyed hand-woven cotton fabric and Taern Mi silk



DESIGNER :
MISS WIPAWEE MONGKOLWAT



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