

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

ผ้าไทยใส่ได้ทุก  
**Gen**



# GENERATION X

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

X



10

F I N A L I S T

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GENERATION X DESIGN

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THE CREATIONS ARE DESIGNED TO SUIT THE LIFESTYLE  
AND USAGE OF GEN X PEOPLE (40 – 54 YEARS OLD)



# S X 0 0 1

NAME OF DESIGNED WORK :

## INDULGENCE

### CONCEPT

This design expresses the indulgence of life, the concept of living the life for what one desires which influences the creation of a woman dress. This design uses Thai silk and hand-woven cotton fabric to achieve a contemporary look.







## TECHNIQUE

folk weaving techniques and bead stringing with colored yarn technique

## MATERIAL

Hand-woven silk and hand-woven cotton fabric



DESIGNER :

**MR. NATTAPONG KHONGRUK**



S X 0 0 2

NAME OF DESIGNED WORK :

KLANG THUNG

CONCEPT

The combination of indigo dyed hand-woven jeans and natural-colored hand-woven fabric designed as apparel and accessories to present the beautiful landscape of the rice field. This apparel is also designed to be practical for everyday usage.







**TECHNIQUE**

Patchwork technique and inset seaming technique by hand

**MATERIAL**

Natural dyed hand-woven jeans



DESIGNER :

**MR. TANAKAN PANSUK**



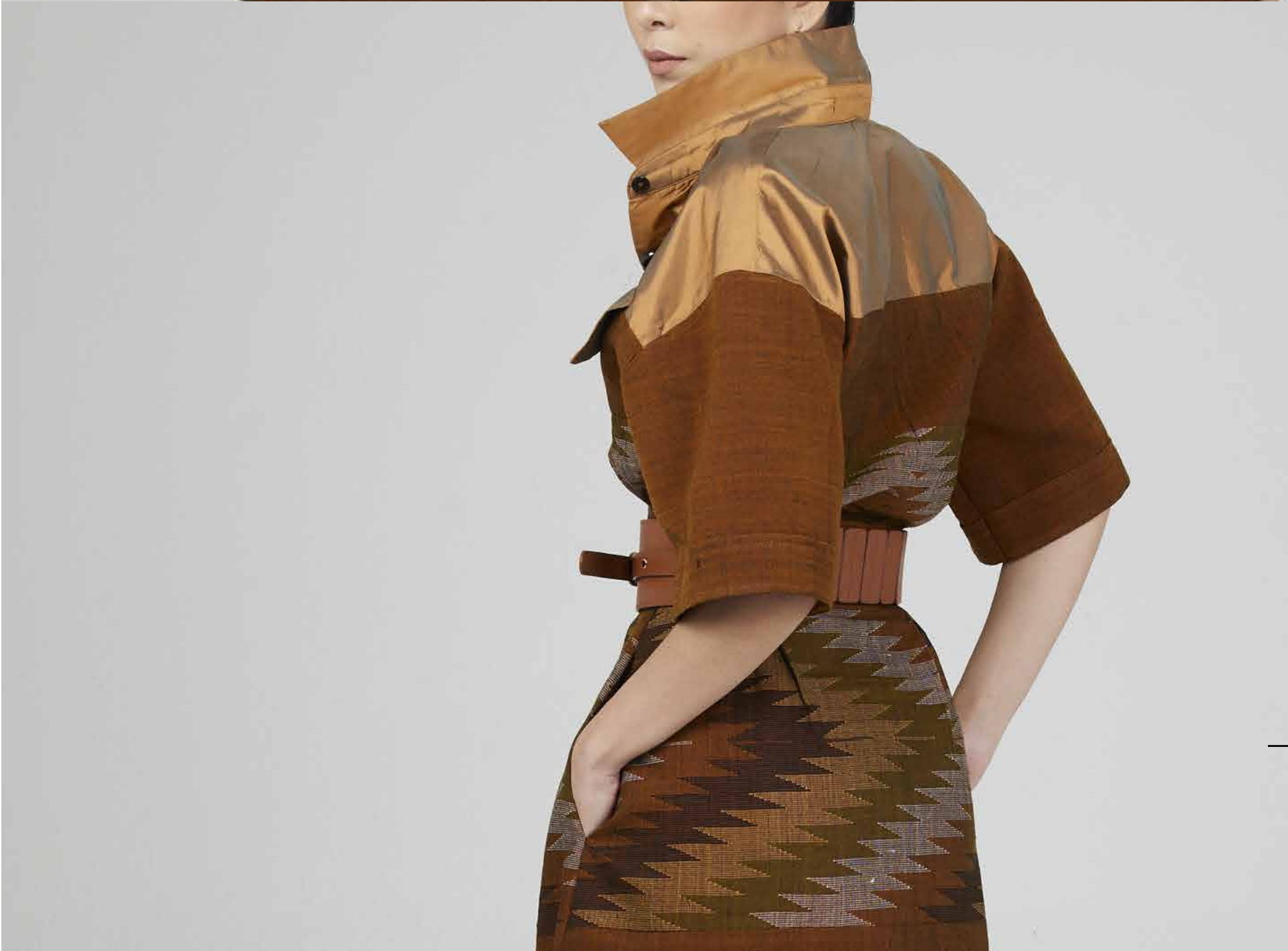
S X 0 0 3

NAME OF DESIGNED WORK :

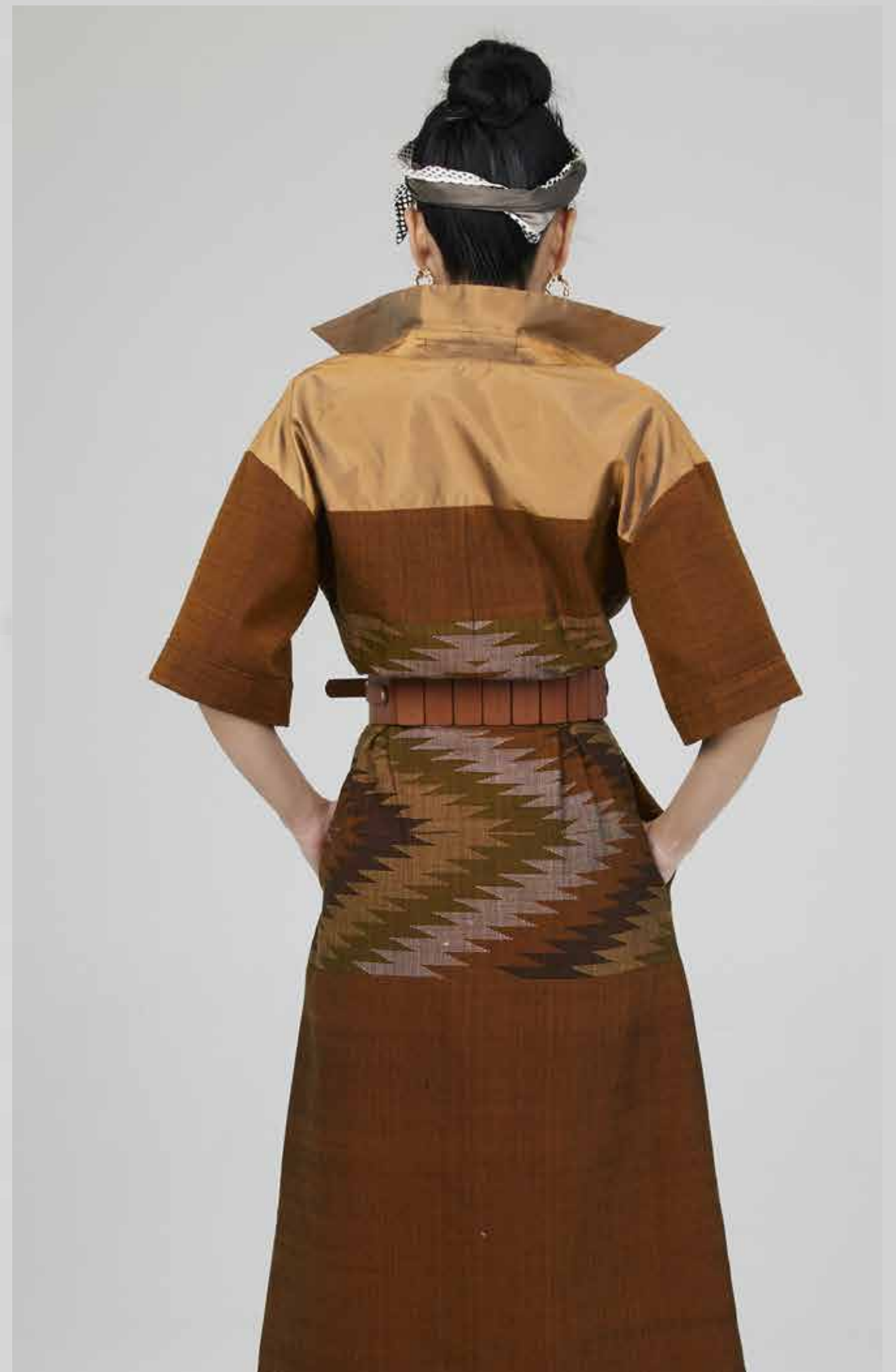
SAFARI IN TOWN

CONCEPT

The semi-official apparel for Gen-X designed for versatile occasions and inspired by safari vibes, resulting as a cool apparel which represents strength as well as relaxation.







## TECHNIQUE

Tailoring to be oversize apparel which can be worn as a long wear or can be worn separately as a shirt or a skirt as well

## MATERIAL

hand-woven fabric with Namlai pattern from Nan province



DESIGNER :

**MISS PHARATA SRI-ONLAR**



# S X 0 0 4

NAME OF DESIGNED WORK :

## HOW TO TING

### CONCEPT

Inspired by a movie which reminds the memories in the past of Gen X, this creation is designed to express the story of memories by using color toning and adopted second-hand apparel and Kubua fabric for design and cutting. This creation is designed to be an alternative for Thai handicraft apparel which blends Thai handicraft fabric into everyday life apparel.







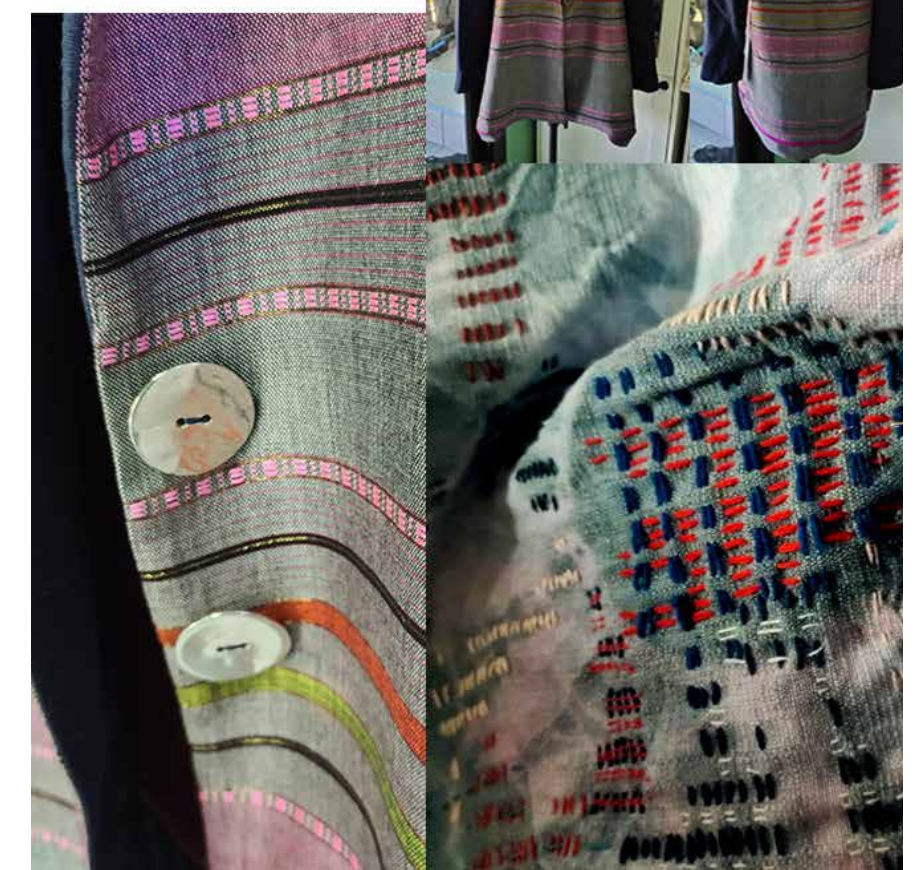
## TECHNIQUE

yarn stitching on fabric and fabric etching technique for creating pattern on second-hand apparel

## MATERIAL

hand-woven Kubua fabric and second-hand apparel

สาวทึง



DESIGNER :

**MR. CHAWAKORN TONGPRASRI**



S X 0 0 5

NAME OF DESIGNED WORK :

PHI TA KHON

CONCEPT

The Phi Ta Khon festival of people in Dan Sai, Loey province is translated into this creation by using fabric from The SUPPORT Foundation. This creation is designed to be an active wear which is modern and in trend to suit the lifestyle of Generation X people.







# TECHNIQUE

Patchwork technique to create an attenuated pattern and use sewing machine to embroider shiny material by metallic thread to create texture.

# MATERIAL

Taem Mi Silk from The SUPPORT Foundation, Ban Hua Fai Mudmee Silk Community Enterprise



DESIGNER :

**MR. ISAYA OWART**



S X 0 0 6

NAME OF DESIGNED WORK :

HIGHT MOUNTAIN

CONCEPT

This creation is inspired by hill tribe apparel and nature lover in Gen X. The design expresses the strength of the mountain by using hand-woven cotton fabric with Lookkaew pattern and Thai silk, decorated with fabric remnants tailoring in the shape of the mountain.







# TECHNIQUE

Padding technique, embroidery technique, and patchwork technique

# MATERIAL

Silk, hand-woven cotton fabric with Lookkaew pattern, fabric remnants



DESIGNER :

MR. WARIN INTHAYOT





S X O O 7

NAME OF DESIGNED WORK :

ILLUSION

CONCEPT

Using loincloth which is generally perceived to be cheap and outdated to create the illusion design that expresses modern and coolness of Gen X people.





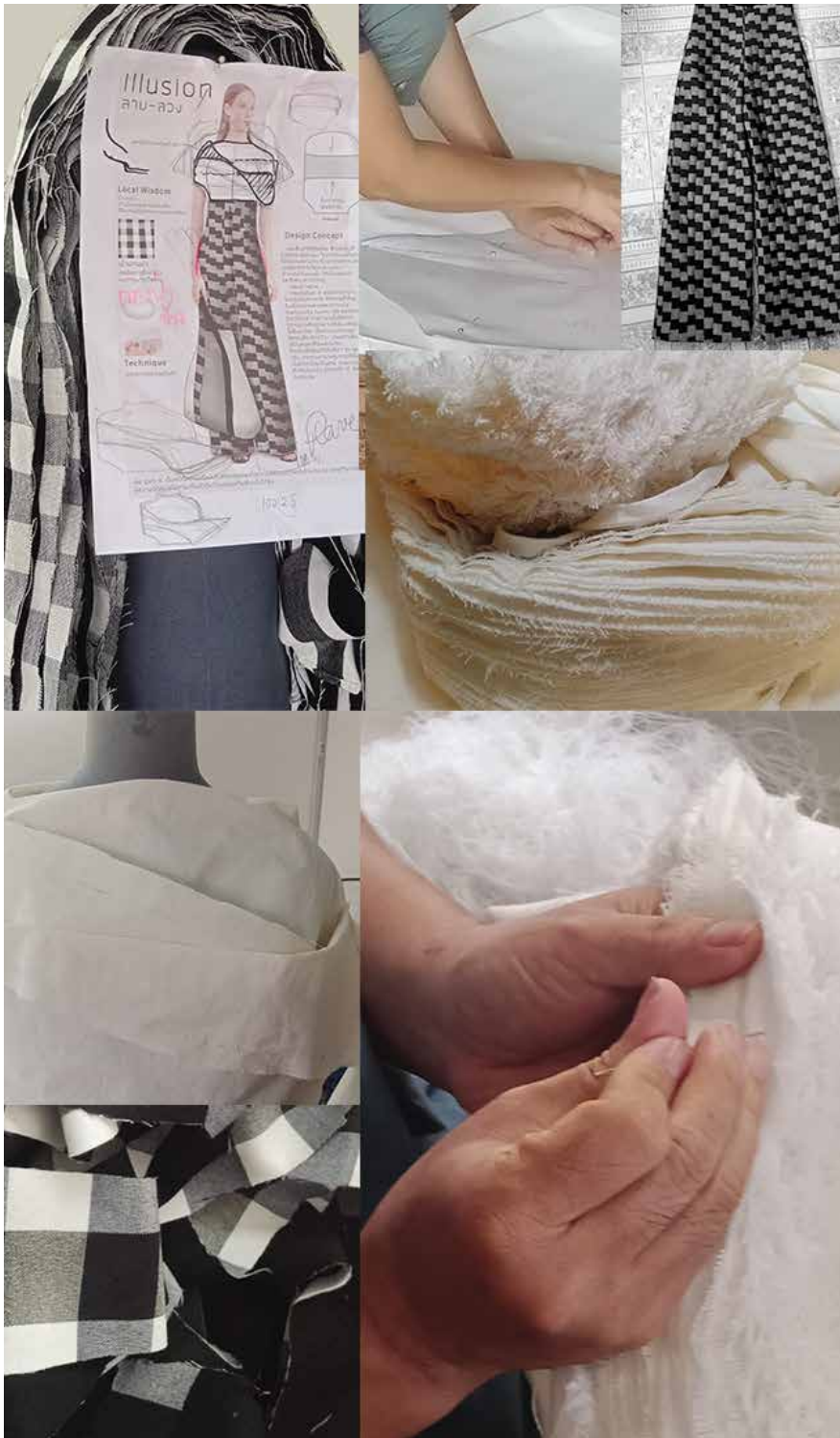


### TECHNIQUE

Use black and white loincloth to create illusion pattern and use flip and stitch technique and pilling technique to stitch with hand-woven cotton fabric

### MATERIAL

Loincloth made from hand-woven cotton fabric and natural white hand-woven cotton fabric



DESIGNER :

**MR. PTAWA ARRAYAPHARNON**



S X 0 0 8

NAME OF DESIGNED WORK :

DEN-STYLE

CONCEPT

To create apparel in the opposite to perception of Thai fabric as a material for the formal apparel, this creation is designed to be an everyday outfit that can be mixed and matched with other pieces of clothing while also maintain and represent the charm of Teen Jok fabric.







## TECHNIQUE

Patchwork technique and weaving technique

## MATERIAL

Jok cotton sarong, Jok cotton fabric dyed with mud fermented, and pearl chiffon fabric



DESIGNER :

**MISS TAPANAT NAUDOM**



S X 0 0 9

NAME OF DESIGNED WORK :

X-RAY OF ART

CONCEPT

The idea of “Lotus” the flower which is known as the queen of aquatic plants together with the idea of X-ray which is an electromagnetic radiation technique for the visualization of organs and internal structures of the human body are the inspiration for this apparel. The X-rays technique is applied with lotus leaves to get lotus leaves structure which is considered to be another form of art adopted by many foreign artists.







# TECHNIQUE

Applying the art of X-ray technique to create Lotus in watercolor Batik pattern and use digital print fabric pigment ink technique to create patterns on Ban Sao Noi Mue silk and royal peacock Thai silk

# MATERIAL

Ban Sao Noi Mue silk from The SUPPORT Foundation, Ban Hua Fai Mudmee Silk Community Enterprise



DESIGNER :  
**MR. LIYATHA CHALITNATTHAKUL**





# S X O 1 O

NAME OF DESIGNED WORK :

## DOI COFFEE

### CONCEPT

“Turn opium field into coffee space” is the concept which is inspired from the initiation of His Majesty King Rama 9 to stop the opium cultivation on mountain and turn to grow coffee in order to promote and develop agriculture of Thais. This creation is designed based on the apparel of Her Majesty Queen Sirikit the Queen Mother using hand-embroidered fabric from hill tribe people and applying embroidery technique with coffee dye.







### TECHNIQUE

Hand embroidery technique using cotton yarn, stone embroidery, and coffee dye.

### MATERIAL

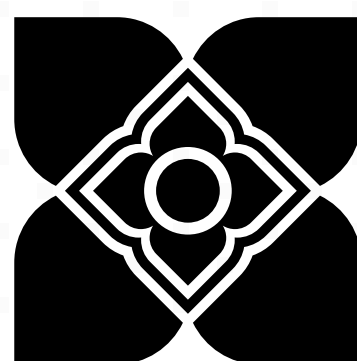
Hill tribe hand-embroidered fabric, cotton fabric from handmade yarn, coffee, stone for embellishment, cotton yarn



DESIGNER :

**MR. WUCHARAPHON KAMPROMMA**





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