

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

ผ้าไทยใส่ได้ทุก  
**Gen**



# B A B Y   B O O M E R

L O O K B O O K

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.

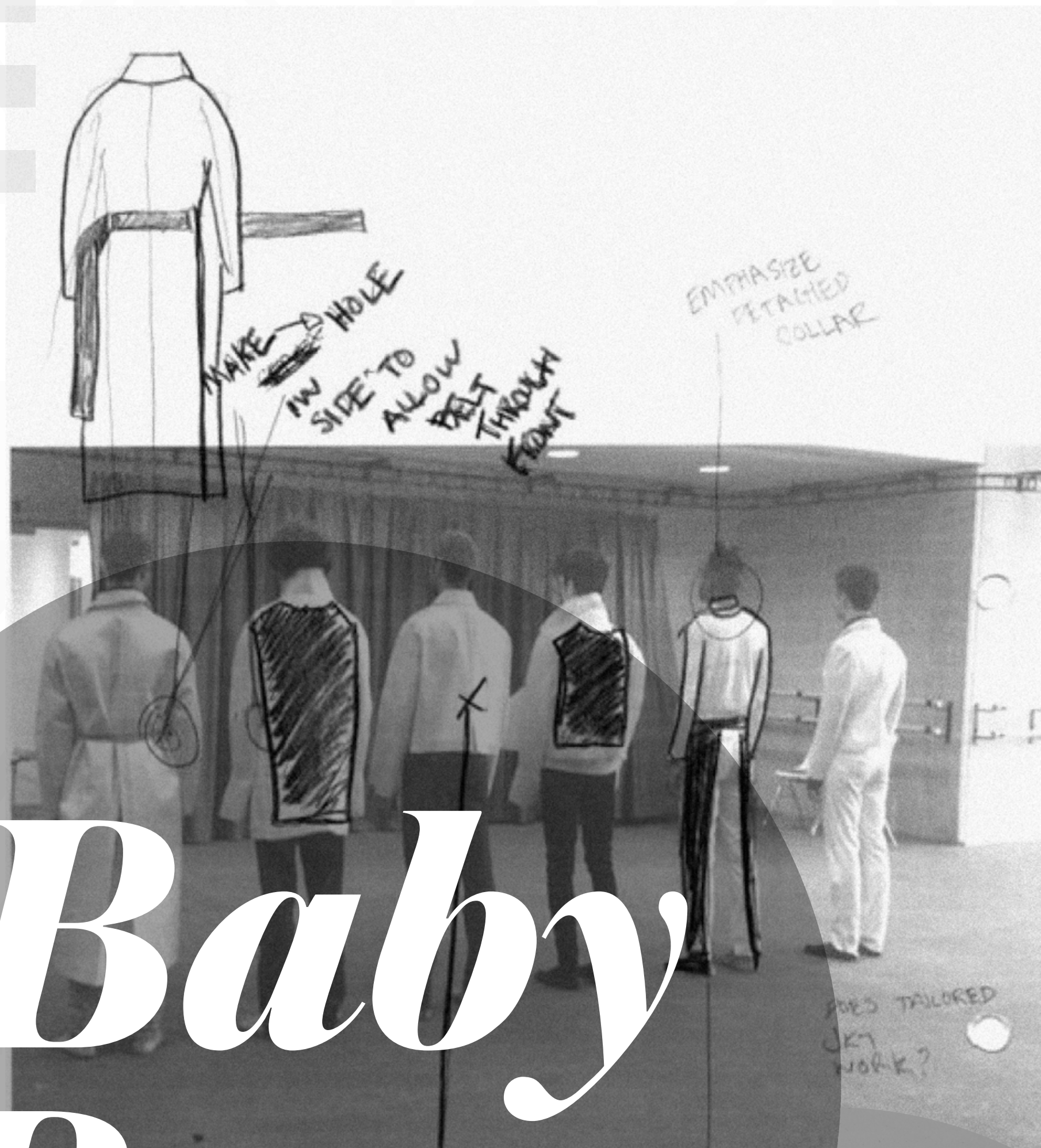
“Thai Handicraft Fabric for All GEN” contest project is divided into 5 categories which includes 1. Finale Design 2. Baby Boomer Design 3. Generation X Design 4. Generation Y Design and 5. Generation Z Design. The judges select 10 design works for each category which is a total of 50 design works from 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

# Baby Boomer



10

F I N A L I S T

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BABY BOOMER DESIGN

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THE CREATIONS ARE DESIGNED TO SUIT THE LIFESTYLE AND  
USAGE OF GEN B PEOPLE (55 YEARS OF AGE AND OLDER)

# S B O O 1

NAME OF DESIGNED WORK :

## BABY BOOMER VINTAGE STYLE

### CONCEPT

Combining the essence of the western world in the '60s with the unique beauty of Thai handicraft fabrics to express the beauty and charm of fashion which possess unique beauty in each and every era.





# TECHNIQUE

Designed to be wearer-centric and body camouflaged which is easy to wear and versatile

# MATERIAL

Mudmee Silk and woven fabric with gold patterns



DESIGNER :

MR. PHONGSAKORN JIANUDOMSAP



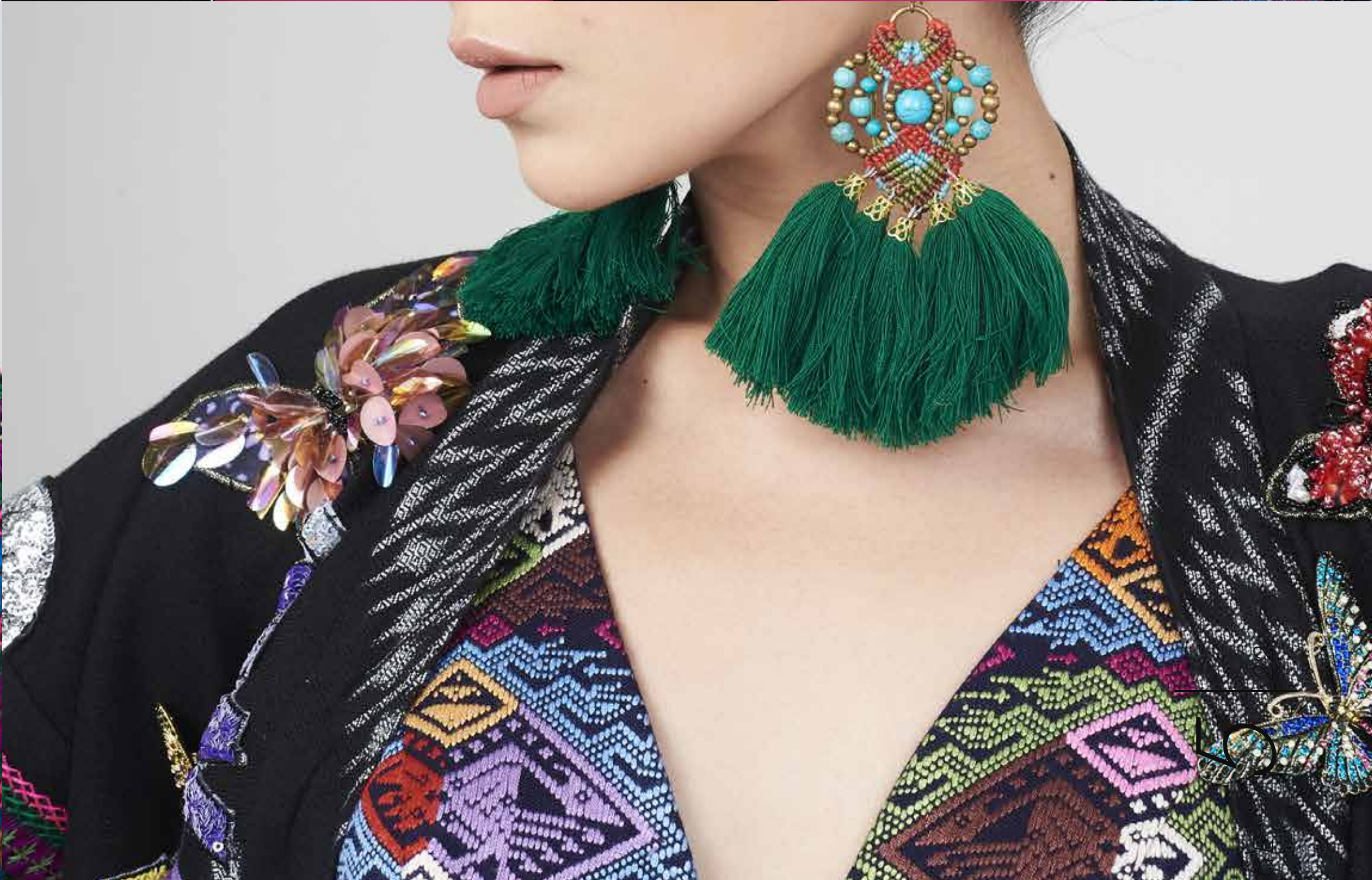
# S B O O 2

NAME OF DESIGNED WORK :

## THE BANGKOK TRIBE STREET

### CONCEPT

Bringing the inspiration from the 1970s into the present by using a concept of street wear outfit with high-class tailoring technique from various Thai materials (main material is based on Bangkok province)





## TECHNIQUE

Patchwork technique with silk embroidery, bead embroidery, and crystal embroidery techniques

## MATERIAL

Cross stitch embroidered fabric from SACICT, woven Jok cotton fabric, and hill tribe fabric



DESIGNER :

**MR. NATTHAPONG KLINKUM**



# S B O O 3

NAME OF DESIGNED WORK :

## YOD DOI

### CONCEPT :

Inspired by the wearing of the donated clothing of hill tribe people in which silk represents the culture of people lived in plain area while hill tribe embroidered fabric symbolizes plateau people’s culture. Implementing both types of fabric into the design express the culture blend.





## TECHNIQUE

Hand draping and pleating techniques, hand pleat compression technique, padding technique, hand-seaming technique, and embroidery pattern technique

## MATERIAL

Silk, hand-woven cotton fabric with alternating white-black glass ball pattern, Akha embroidered fabric, and hill tribe decoration materials



DESIGNER :

**MR. WARIN INTHEYOT**



# S B O O 4

NAME OF DESIGNED WORK :

## YOUNG ORANGE POWER

### CONCEPT

“Young Orange Power” takes the inspiration from Palas flowers, the symbol of Udon Thani. The pastel orange represents positive energy, expressing fun, sophisticate, modern, and youthful vibes.





## TECHNIQUE

Design a pattern on the loom and use chest tuck cutting technique to achieve an elegance and sleek look

## MATERIAL

Local hand-woven fabrics woven in traditional techniques "Khit Sakit Luang (continuous supplementary weft and pulling techniques)" to create a woven pattern which resembles an embroidered cloth



DESIGNER :

**MRS. URAI SAJJAPHAIBUL**



# S B O O 5

NAME OF DESIGNED WORK :

## KIND LADY

### CONCEPT

Aiming to encourage sustainability for Thai handicraft fabric by emphasizing on the strengths, reducing disadvantages, and creating the design that preserves and carries on value of Thai handicrafts for future generations.





## TECHNIQUE

Batik technique, natural dye technique, eco-print technique, cross stitch technique, and hand pecking technique

## MATERIAL

Hmong hill tribe embroidered fabric, Surin silk, hemp fiber fabric, printed silk, and Mudmee silk



DESIGNER :

**MISS MAYULEE SAESONG,  
MISS.PAWINEE KASETSOPAPHAN**

# S B O O 6

NAME OF DESIGNED WORK :

## GRANDMA LOVE KRAM

### CONCEPT

The idea ignites from academic field trip to Toob Kaew Weaving Local Community in Lampang province where local craftsmen shared the knowledge of weaving and indigo dyeing which is translated into the pattern design. The dress is designed to elaborate magnificence to be worn for special occasion.





# TECHNIQUE

Tie Dye technique, Batik technique, Shibori technique, and hand-embroidered stitch technique

# MATERIA

Silk and natural Indigo dye from Toob Kaew Weaving Local Community, gradient indigo-dyed silk with hand-embroidered stitch, and gradient indigo-dyed hill tribe silk tassel



DESIGNER :

**MR.AKOM MAHADTHAI,  
MISS PARINTHORN KHEAW-ON**

# S B O O 7

NAME OF DESIGNED WORK :

## QUEEN SIRIKIT CATTLEYA

### CONCEPT

The distinguish beauty of Cattleya Queen Sirikhit orchid represents Baby Boomer generation who possess contemporary thoughts and are experienced in several aspects of life. This inspiration influences the design to be contemporary, simple, elegance, and express leadership as the concept of “Thai Handicraft Fabric for All GEN”.





## TECHNIQUE

Tailoring fabric into orchid flower, embroidery technique, and macrame technique

## MATERIAL

Silk, hand-woven cotton fabric from Bueng Kan province, natural cotton fabric from Khonkaen province



DESIGNER :

**MR. KHATHAWUT THABURET**

# S B O O 8

NAME OF DESIGNED WORK :

## GLAMPING

### CONCEPT

Inspired by the thoughts of spending retirement life to pursue beloved hobbies and rest well, this creation is designed to be simple, sophisticate, and easy to wear to suit the lifestyle of this generation.





## TECHNIQUE

Folk weaving and beading technique

## MATERIAL

Hand-woven silk from The SUPPORT Foundation



DESIGNER :

**MR. NATTAPONG KHONGRUK**



S B O O 9

NAME OF DESIGNED WORK :

CREATIVE RICE  
OFFERING SET

CONCEPT

The creation is designed based on the concept ‘Bai Sri (rice offering set ceremony)’, a Thai tradition which reflects the way of life of Baby Boomer generation. The rare traditional cutting and decoration techniques are adopted in order to support and preserve the handicraft.





### TECHNIQUE

hand-smocking pattern, Thai embroidery technique, Bai Sri pattern technique, heat transfer printing technique, and basketry technique

### MATERIAL

Mudmee cotton fabric with Khit pattern, fermented mud, and plain color cotton fabric



DESIGNER :

**MR.APINAN KAEWSUPHO,  
MR. THAMMANOON KITTIRAK,  
MISS. DUANGHATAI TRUITKRAN**



# S B O 1 O

NAME OF DESIGNED WORK :

## 50 IS NOT OLD

### CONCEPT

Kubua woven fabric, a folk fabric from Ratchaburi province which is the hometown of designer's mother, is the source of inspiration for this creation. Thaiwon-Kubua sarong, a favorite Thai fabric of designer's mother, is selected to express the liveliness of Baby Boomer generation and flashback of youthfulness moments in life when they were young and fun to dress up.





## TECHNIQUE

Patchwork of 3 kinds of fabric

## MATERIAL

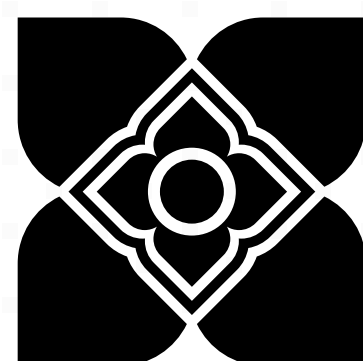
Jok Kubua sarong with Namorn pattern, Jok Tamu Fabric with Sia pattern, dove grey Kubua fabric, and indigo dyed hand-woven cotton fabric, embroidered with silver wear on Kubua fabric



DESIGNER :

**MISS PANWAD WONGTRIRAT**





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