

Bangkok International Fashion Fair and the Latest News of Thai Fashion ASEAN-Japan Business Person Support Program

Under the ASEAN-Japan Business Person Support Program, the Centre has dispatched one representative from the Japan Fashion Association and four Japanese buyers to Bangkok, Thailand during March 12th (Wed) through 16th (Sun) 2013. While in Bangkok, all mission members went to visit two major international fairs namely; the Bangkok International Fashion Fair and Bangkok International Leather Fair (BIFF& BIL 2014) and the Thailand International Furniture Fair (TIFF 2014).

The Japan Fashion Association (JFA) operates a fashion trend site called *Style Arena* (<http://www.style-arena.jp/>) that features Japanese street fashion. Based on the coverage of BIFF&BIL 2014, the JFW will feature a report on the latest fashion trends of Bangkok on the site.



ASEAN themed display

In order to find out the latest fashion trends in Bangkok, two great places to start are the popular *Siam Center* located by the Siam station and *Terminal 21* which is located by the Asoke intersection. Terminal 21 opened in 2011 with the concept of an airport theme that takes consumers to different world cities like Istanbul, Tokyo, London, and Paris named for each floors. Siam Center is the only shopping center where all the young Thai designers showcase and market their edgy designs in one place.



Men's shop in Terminal 21. The clothing show high potential to enter the Japanese market.

As an accreditation to their popularity and success in setting the latest fashion trends, many of these young designers have exhibited their brands at the BIFF&BIL *Designer's Room*. By night time, the Siam BTS Station is bustling with shops that start to open creating a very vibrant atmosphere on the streets.

So why focus on Thai fashion? In recent years, Thai fashion designers have become internationally renowned. Michelle Obama, the wife of the current U.S. President Barack Obama made headlines when she wore a dress designed by the famous *Thakoon* (<http://www.thakoon.com/>). A popular Japanese fashion brand *Comme des Garçons* collaborated with the popular silicon accessory designers *Ek Thongprasert* (<http://www.ekthongprasert.be/>). Other Thai brands to look out for are the following:

<Indigoskin> <http://www.indigoskinjeans.com/about.php>

A men's jeans store that is located on the M Floor of Terminal 21. The brand's collection uses Japanese quality denims with traditional Thai art for details.

<Wonder Anatomie> <https://www.facebook.com/wonderanatomie>

A brand shop that is located on the 3rd Floor of Siam Center. A play on words of anatomy, the concept of which the brand's design is based on skeletal motifs created with transparent materials, brings an edgy design.

<77th> <http://seventy-seventh.blogspot.jp/>

An accessory shop that is located on the 3rd Floor of Siam Center. Many of the accessories are like works of art, such as tear drop earrings and fox with faux fur earrings shown on the site.



Crocodile brothers



Impactful dress designed by a Vietnamese

Though high-end brands are scarcely seen on the streets of Bangkok, many can be seen enjoying fashion as evident by their fashion sense. *THAI TREND SPOTTING* (<http://thaitrendspotting.wordpress.com/>), like the *Style Arena* site is a great resource to find the latest Thai street fashion. It is created by Fashion Product Development Center (FPDC) a partner of JFA.

According to FPDC, many Thai males look to Japanese fashion while the females adore the fashion of Korean idols. Even their makeup is heavily influenced by Korean idols. Thai fashion is gaining momentum in recent years due to aggressive marketing over Social Networking Systems (SNS) like facebook and instagram, and internet shopping, appealing to a wider scope of people more than ever. (RY)

A report on street fashion was taking place around Siam Square. The color of his socks, the wash of his jeans, and the details of the hems are very stylish. Unbeknownst at the time, he turns out be a stylist!

