



MQ VIENNA
FASHION WEEK
2018

DESIGNERS' ROOM

10 - 17
SEPTEMBER
2018

THAILAND OFFICE OF
INNOVATION AND VALUE
CREATION

DEPARTMENT OF
INTERNATIONAL
TRADE PROMOTION
MINISTRY OF
COMMERCE

DESIGNERS360.NET
DITP-DESIGN.COM



The Designers' Room project has been organized annually since 2002 by The Thailand Office of Innovation and Value Creation, Department of International Trade Promotion, Ministry of Commerce.

The project's objective is to select the best aspiring Thai Fashion Designers who will drive Thailand's fashion design industry with their exceptional fashion products, jewelry and accessories. In addition, the project aims to raise Thai Designers' potential and competitiveness toward international markets so that they are able to prosper at the highest level and become potential role models of designers for the younger generation by creating value-added products, and helping to generate export revenue as well as promoting the country's image as a source of design and creativity.

Most designers in the project have succeeded in establishing their names in both local and international markets. Part of this achievement comes from the project's focus on marketing strategies and the knowledge in design for export with specialists invited to share their experiences and advice to the participating designers. This year, 23 brands were selected to join the project. The designers will receive support from the department of international trade promotion in terms of knowledge, publicity and marketing activities for both local and overseas markets to create recognition in the potential of Thai designers as stated in the project's objectives.

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**- ISSI
- ICONIC
- NICHIA
SCULPTURE
BY CURATED**

AKRAVUTH PANTUMWANICH



The basic idea of **ICONIC** is a journey towards a nostalgic realm, inexplicable music of life and cinematic taste blended with "the twist of modern bohemian" philosophy, controlling mood and tone of every dress. Each collection consists of modern bohemian twists, communicated in the design and summarizing the style of the wearer. The profound and subtle yet provocative concepts are seamlessly rendered in every knot of the fabric. The meticulousness is clearly seen in all details.

ICONIC

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EK THONGPRASERT



Molding the style by capturing the present streets which are influenced with many culture and beliefs. The way of how to build our sculpture. It means creating experimental clothing that reflects currently trend from interesting materials in each collection. We exaggerate a shape recognize. By offering a new way of wearing, or by combining each street cultures with state of the art production methods.

SCULPTURE by CURATED

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WEENEKGSINN KAEWPHONGSRI



What is ISSI?

- Masculine more than Fiminine
- Innovative Craft
- Eccentric
- Urban
- Maximal
- Exotic
- Structural

Who is ISSI?

- Look young
- Strong Character
- Active & Sporty
- Managerial
- Confident
- Front Row
- Celebrity
- Practicle Traveller

We've taken the pleated technic by hand and transferred into a structured fabric that give a wonderful silhouette when pleated by hand work...

ISSI

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NICHA THANALONGKORN



NICHA is focused on the creation of effortlessly elegant ready-to-wear fashion. Our artistic values exude sophistication, sexy zeal, and proprietary designs.

Nicha Thanalongkorn began in the world of fashion after graduating in Fine Arts Illustration from the city of San Francisco with a desire to incorporate her passion for art into functional, yet fashionable product design. The free-spirited and audacious local culture of San Francisco instilled the fearless dedication to create with lavish spontaneity and kaleidoscopic candor.

Upon returning to Bangkok, deeply inspired by the entrepreneurial legacy of her grandmother's successful establishment of her own undergarment business at the turn of the century, Nicha applied her love of creation and design in December 2013 with the launch of her first line of exclusive designer scarves. That collection established the core values in her workshop of intense attention to custom designed prints, patterns and fabric textures. The successful reception of her first foray into the field of fashion led to the establishment of the NICHA brand.

NICHA

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