

# THAI TEXTILE *CRAFT* LOOKBOOK COLLECTION 2025

2025

泰国纺织工艺品产品汇编



DEPARTMENT OF INDUSTRIAL PROMOTION  
MINISTRY OF INDUSTRY (THAILAND)  
泰国工业部工业促进司

PROMOTIONAL ACTIVITIES FOR SHOWCASING THE POTENTIAL OF THAI TEXTILE CRAFTS  
THAI TEXTILE INTERNATIONAL EXCHANGE PROGRAM FOR FASHION & TEXTILE CRAFTS 2025

泰国纺织工艺品潜力展示推广活动  
2025年国际时尚与纺织工艺品知识交流与合作项目

**THE THREAD OF SUSTAINABILITY:**  
*THAI FASHION AS SOFT POWER*

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## RATIONALE AND PRINCIPLES

### 原因和重要性

The Department of Industrial Promotion (DIPROM), through the Division of Creative Industry Development, recognizes the significance of Thailand's fashion and creative industries. These industries are driven by Thailand's rich cultural capital and distinctive soft power. While Thai entrepreneurs possess strong production capabilities, they face limitations in establishing a prominent nation branding identity and in accessing international platforms for showcasing and promoting their work. To address these challenges, DIPROM organized Promotional Activities for Showcasing the Potential of Thai Textile Crafts under the project Thai Textiles International Exchange Program for Fashion & Textile Crafts 2025. The initiative aims to create business opportunities, expand market access, and present the capabilities of Thailand's fashion and textile craft industries on the global stage.

泰国时尚和创意产业是有潜力推动国家创意经济的主要产业之一，以文化资本和优秀的软实力为基础。泰国企业具有很高的生产潜力，但在时尚（国际品牌）方面没有突出的形象，也缺乏通过国际舞台展示成果、公共关系和传播，创意产业发展司在2025年国际时尚与纺织工艺品知识交流与合作项目之下组织泰国纺织工艺品潜力展示推广活动，旨在创造商业机遇、拓展市场，并向国际展示泰国时尚与纺织手工艺品产业的潜力。

## OBJECTIVES

### 目标

1. To expand marketing opportunities for Thai fashion and textile crafts, and to facilitate business negotiations with international partners.
  2. To promote and elevate the image of Thai textile crafts, disseminate knowledge, and present the potential of Thai fashion products for international recognition and acceptance.
1. 为了拓展泰国时尚产品及手工艺品的市场机遇，以及促进与国外合作伙伴的商务谈判机会。
  2. 为了提升和塑造泰国手工艺品及纺织品的形象，传播相关知识，展现泰国时尚产品的潜力，使其在国际上得到认可与接纳。

## EXPECTATIONS AND RESULTS

### 期望和成果

The project is designed to enhance the capabilities of Thai textile entrepreneurs through equipping them with essential knowledge and skills to access and engage with international markets. It also aims to strengthen their ability to present the unique value of Thai textile craftsmanship on a global stage. Through participation in one international trade fair, 12 collections, the project is expected to foster meaningful business connections, expand market opportunities, and create new avenues for international trade. Ultimately, it will contribute to the global recognition and promotion of Thai fashion and textile crafts.

对泰国纺织制造商进行发展，让其拥有测试国际市场的知识和技能，以满足客户需求和通过1次海外展览（12个系列）有效展示泰国纺织工艺的潜力，连接相关网络并创造商机，还包括扩大市场，展示泰国时尚行业和手工艺产业在国际上的潜力。



## NORTHEAST COMMUNITIES' COLLECTION

## ISAN FORWARD: HERITAGE MEETS INNOVATION

东北部示范社区“东北部进步：创新遗产”

The Thailand Northeast is the birthplace of a precious textile heritage, Isan Ikat, Khit, Mat Mi silk, and local weaves—a craft passed down through generations. The collection reinterprets these local textiles for contemporary fashion while preserving Thai soul and heritage. The Ban Ngam Community in Udon Thani is known for its exquisite Mat Mi silk, with intricate patterns reflecting the Isan way of life. Kwanta Handicraft in Nong Bua Lamphu creates contemporary, functional designs from Khit weaving. In Nakhon Ratchasima, Khaya Batik blends ethnic motifs with modern sensibilities for fresh and unique fashion. This collection bridges Isan heritage with design innovation, positioning Thailand's iconic fabrics on the global fashion stage.

东北部是地方珍贵面料的发源地，包括代代相传的奇布、玛米丝绸和当地织物，东北部进步：创新遗产，让这些织物的魅力传递给当代时尚，因为这些时尚仍然是泰国文化的根源。乌东他尼府那安社区以反映东北部精美的玛米图案为特色；廊磨喃蒲府手工艺品礼品以现代实用的设计发展奇布和相关工艺；呵叻府卡亚巴提融合民族图案和现代性的蜡染，产生了全新独特的时尚成果，将东北部遗产与创新设计联系起来，成为满足国际需求的时尚。



## NORTHEAST REGION 01.

系列1：东北精华（玛米丝绸套装）

### ISAN ESSENCE IKAT COTTON APPAREL

Isan Essence the cultural and natural beauty of Isan region into contemporary fashion. Featuring handwoven natural brown ikat silk and indigo-dyed cotton, the collection draws inspiration from the earth and sky. Its color and textures reflect a harmonious blend of heritage and innovation, celebrating the spirit of Isan through modern design.

东北精华，该系列的灵感来自于将东北地区的文化和自然景观与当代时尚相结合，以天然棕色染色的玛米丝绸和靛蓝染色棉布为特色，来源于土壤和天空的颜色，颜色和图案反映了文化遗产和创新的完美结合，通过现代化设计颂扬东北精神。

#### KHWANTA

Khit and Mudmee (Ikat) Apparel  
เครื่องแต่งกายผ้าขิดและผ้ามัดหมี่

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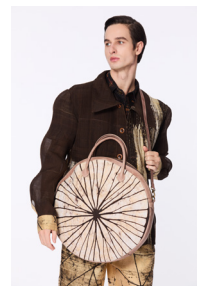




## 02. NORTHEAST REGION

系列2：新时代创新蜡染  
(蜡染丝绸套装)

### NEXT GEN INNOVATION BATIK THAI SILK BATIK APPAREL



The Next Gen Innovation Batik collection reimagines batik through the concept of Digital Batik. Drawing inspiration from natural elements—earth cracks, leaf lines, and the essence of Isan silk—the collection merges tradition with technology. It presents the identity of Isan on the global stage through contemporary fashion, bridging heritage and innovation.

新时代创新蜡染，该系列的灵感来自将蜡染转变为数字蜡染，其中使用自然的元素，比如土壤、树叶和东北丝绸的本质，将传统工艺与现代技术相结合，通过当代时尚向世界舞台展示东北部的独特性，将文化遗产与创新完美结合。

#### KAYABATIK COMMUNITY ENTERPRISE

Thai Silk Batik and Accessories

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## NORTHEAST REGION 03.

系列3：循环设计（手工编织布套装）

### CIRCULAR DESIGN HANDWOVEN COTTON APPAREL

The Circular Design collection integrates circular economy with local craftsmanship. By upcycling textile waste through traditional reweaving techniques, it transforms discarded materials into contemporary fashion. This approach supports the Sustainable Development Goals, particularly Responsible Consumption and Production, while reducing waste and generating income for local communities.

循环设计，该系列的灵感来自于将循环经济与当地手工艺品相结合，通过传统编织技术对废旧布料进行创新，将废旧布料变成当代时尚，这种做法不仅有助于减少浪费，还为当地社区创造收入，支持可持续发展目标，特别是在负责任的消费和生产领域。

#### BAN NA NGAM WEAVING GROUP (HATTRA)

Handwoven Cotton Apparel

เครื่องแต่งกายผ้าฝ้ายทอมือ

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## NORTHERN COMMUNITIES' COLLECTION

## LANNA LEGACY: NATURE INTO MODERNITY

北部示范社区“兰纳遗产：自然走向现代”

The Northern Thai textiles are more than fabric; they are a legacy woven from local wisdom and culture. The collection presents the charm of Lanna textiles from Chiang Mai through a contemporary design lens that honors its heritage. The On Tai community in San Kamphaeng excels in cotton weaving and natural dyeing, while the Ban Pa Tan Cultural Tourism Community preserves traditional patterns reflecting local customs. A new creative force, PUN BY PAKAPAN S., transforms local weaving into contemporary fashion, linking Lanna's textile legacy with a distinctive design vision. The result is a collection of exquisite, high-value fashion, poised to make its mark on the global stage with pride.

北部充满了织物的故事，而不仅仅是纺织品，还是当地智慧和文化遗产。兰纳遗产：自然走向现代，这个系列通过保留泰国根源的当代创作，传达清迈兰纳传统面料的魅力。萨卡蓬县恩达社区传达了棉布织物和天然染色的独特智慧，邦达文化旅游社区仍保留能够反映当地传统的图案，邦帕卡攀这是一种新的力量，将当地编织和现代时尚相结合，将兰纳传统和独特设计联系起来，成果就是美丽且有价值的时尚并且能够优雅的进入国际市场。



## NORTHERN REGION 01.

系列：从刺绣到赋权  
(刺绣棉质套装)

# FROM EMBROIDERY TO EMPOWERMENT

HAND-EMBROIDERED COTTON APPAREL

A contemporary fashion collection rooted in traditional Hmong embroidery, From Embroidery to Empowerment reinterprets cultural heritage through modern design. Each piece serves as a medium of Soft Power, fostering community development and aligning with the Sustainable Development Goals. By empowering women and generating sustainable income, the collection transforms craftsmanship into a catalyst for social impact.

从刺绣到赋权，该系列的灵感来自苗族传统刺绣，通过现代设计重新诠释文化遗产，每一套服装都是软实力的媒介，有助于社区发展并符合可持续发展目标。通过赋予女性权利和创造可持续收入，将手工艺品转化为对社会产生积极影响的驱动力。

### PUN BY PAKAPAN S.

Hand-Embroidered Cotton Apparel

เครื่องแต่งกายผ้าฝ้ายและงานปักมือ

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## 02. NORTHERN REGION

系列2：恩典绽放  
(刺绣棉质套装)

### THE BLOOM OF GRACE HAND-EMBROIDERED COTTON DRESS



Collection: The Bloom of Grace  
Inspired by the delicate beauty of the Queen Sirikit Rose, The Bloom of Grace collection gently honors the legacy of Her Majesty Queen Sirikit. It is not merely an honor to elegance, but a heartfelt reflection of Her Majesty's lifelong devotion to nurturing and preserving the rich heritage of Thai arts and culture – a legacy as graceful and enduring as the northern breeze.

恩典绽放，该系列的灵感来自诗丽吉王后玫瑰的精致之美，这是诗丽吉王后的最高荣誉，不仅是对优雅赞美，还反映了国王陛下致力于保护泰国宝贵的艺术和文化遗产的成果，这些遗产就如同北方的风一样美丽和可持续。

#### PATAN COMMUNITY

Hand-Embroidered Cotton Apparel

เครื่องแต่งกายผ้าฝ้ายและงานปักมือ

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## NORTHERN REGION 03.

系列3：清迈苔藓低语  
(刺绣棉质套装)

### THE MOSS WHISPER OF CHIANG MAI HAND-EMBROIDERED COTTON DRESS

Inspired by the quiet strength and protective nature of moss in Chiang Mai, The Moss Whisper collection reflects a philosophy of gentle resilience and harmonious living. Each design embraces simplicity and thoughtful coexistence, with forms and textures that mindful growth and respectful use of resources. The collection invites reflection—on nature, on balance, and on the quiet beauty found in stillness.

清迈苔藓低语，该系列的灵感来自清迈苔藓的力量、宁静和保护，反映出温和、灵活、和谐的生活理念。每一件设计都将简单和细心共存，形状和纹理传达出谨慎的成长和对资源的尊重，邀请人们思考隐藏在静止中的自然、平衡和宁静之美。

#### ON TAI COMMUNITY

Hand-Embroidered in Cotton and Hemp Apparel  
เครื่องแต่งกายผ้าฝ้าย ผ้าใยคัญงและงานปักมือ

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## CENTRAL COMMUNITIES' COLLECTION

## SIAM SYNERGY: TRADITION IN MOTION

中部示范社区“暹罗协同：移动传统”

Central Thailand, the nation's heartland, reflects a magnificent culture and tradition, channeling its artistry into masterful weaving and design. The collection channels the dynamic energy of Central Thai textiles into modern, sophisticated fashion. The Sri Uthumporn Weaving Group (Wat Phrong Madua) in Nakhon Pathom is renowned for its preservation of ancient weaves and patterns. Nearby, the Wong Deuan Weaving Group upholds the intricate Jok weaving technique of the Thai-Yuan people, while the Ban Koh Raet Native Weaving Group reveals the simple yet captivating charm of local textiles. Infused with contemporary design, the region's textiles are revitalized, emerging as a vivid expression of Thai identity, ready to grace the international scene.

中部当地面料是反映美丽文化和传统的基础，通过有价值的编织和设计传达精致。暹罗协同：移动传统，这一系列将泰国中部面料的当代力量传递至现代时尚。佛统府斯乌图蓬编织（蓬玛德寺庙）是以保护织物和古老图案为特色，佛统府翁德编织、宗泰-永编织继承了宗泰-族的编织智慧和佛统府邦考叻当地编织传达简单但迷人的当地面料，并与现代设计相联系。中部当地面料已成为一种具有生命力的时尚，反映出泰国的特征并能优雅的走向国际市场。



## CENTRAL REGION 01.

系列：女性美学  
(手工编织套装)

### FEMININE AESTHETIC HANDWOVEN COTTON APPAREL

The Feminine Aesthetic collection is inspired by the lotus petal—a symbol of femininity that embodies gentleness, complexity, and grace. Moving beyond traditional perspectives, this collection blends traditional woven and colorful synthetic fabrics to create diverse expressions of womanhood, embracing its multifaceted nature through contemporary design.

女性美学，该系列的灵感来自莲花花瓣，这是女性气质的象征，代表着超越传统观点的温柔、精致和优雅。传统织物和彩色合成纤维的组合创造了女性气质的多样性，通过当代设计拥抱自然。

**SRI UTHUMPORN WEAVING GROUP  
(PHRONG MADUEA TEMPLE)**

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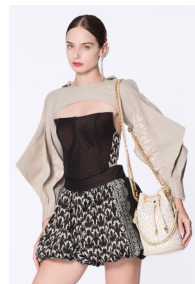




## 02. CENTRAL REGION

系列2：文化动力  
(手工棉质套装)

### CULTURAL DYNAMICS HANDWOVEN COTTON APPAREL



The Cultural Dynamics is a collection that explores the fluid nature of culture and the preservation of identity in a changing world. This collection uses black, the core color of the Tai Dam (Lao Song) culture, and incorporates the Thai traditional patterns and a newly created Mae Mai Muay Thai pattern. These elements are thoughtfully integrated into modern designs.

文化动力，这一系列的灵感来自探索不断变化的世界中的文化流动和自我保护，其核心是泰拳的生活方式和精神，反映出泰拳是一种强大的文化软实力，使用黑色并结合泰国图案和新创作的泰拳图案，黑色也是泰国黑松文化的主要颜色。这些元素与现代化设计完美结合，反映了传统和当代风格的结合。

#### BANN KOH RAET LOCAL WEAVING GROUP

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## CENTRAL REGION 03.

系列3：战斗姿态和动作  
(玛米布料套装)

# FIGHTING STANCES AND MOVEMENTS

## HANDWOVEN COTTON APPAREL

The Fighting and Movements collection draws from the deep-rooted cultural heritage of Muay Thai. More than a martial art, Muay Thai embodies local wisdom—balancing physical strength with body awareness. The Lao Khrang indigo ikat fabric is integrated into the boxer's attire, blending strength with softness. This creative application transforms local wisdom into soft power, bringing it to modern fashion.

战斗姿态和动作，这一系列的灵感来自根深蒂固的泰拳文化遗产，不仅仅是一门武术，而是当地的智慧，将体力与身体感知、手眼协调以及靛蓝染色的玛米布料、老挝克朗布料和拳击手服装相结合，并将力量与柔软相结合。这种创造性的应用将当地智慧转化为软实力，引领现代时尚。

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## SOUTHERN COMMUNITIES' COLLECTION

## TROPICAL SPIRIT: CRAFT BEYOND BORDERS

南部示范社区“热带精神：超越国界的手工艺品”

Southern Thailand is a cultural tapestry, weaving together the beautiful sea with a rich diversity of ethnic traditions. The collection breathes new life into the iconic art of Batik and Pateh, translating them into contemporary fashion. Dahla Pateh in Satun is celebrated for its intricate patterns and colors capturing the delicate beauty of local nature. Banyuan Batik showcases batik art that masterfully blends local identity with functional design, while Satun Batik evolves the craft with vibrant palettes and contemporary motifs. This collection stands as a testament to the fusion of Southern heritage with modern sensibilities, creating fashion that transcends cultural borders and speaks a universal language of style.

南部当地布料反映了融合海洋美景和民族多样性的文化和传统。热带精神：超越国界的手工艺品，这一系列将蜡染的独特性传达给当代时尚生活。沙敦府达拉巴革的精致图案和颜色反映了当地自然的精致，沙敦府永巴提社区是将当地特色与实用设计相结合的蜡染艺术，沙敦府萨图巴提以明亮的色调和现代线条开发蜡染，打造充满活力的时尚。该系列将南部智慧与现代相结合，跨越当地边界，优雅地走向国际时尚。



## SOUTHERN REGION 01.

系列：沙敦海（巴提面料套装）

### SATUN SEA BATIK APPAREL

The Satun Sea collection captures the serene beauty of Satun province's coastal landscape through a custom fabric pattern. Inspired by the rhythmic motion of ocean waves and the shimmering reflections of sunlight on water, the design evokes the tranquil elegance of the sea. Fluid lines and luminous textures mirror the natural harmony of Satun's marine scenery.

沙敦海，这一系列的灵感来自于通过特殊设计的织物图案反映沙敦海岸风景的宁静，还有海浪的运动节奏和水面上闪闪发光的阳光。动态线条和明亮的海面完美地反映了沙敦宁静的海洋景观。

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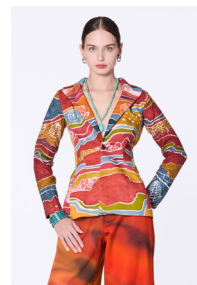


## 02. SOUTHERN REGION

系列2：时间（巴提布料套装）

### TIME BATIK APPAREL

The Time collection is inspired by the untouched natural beauty of Satun province's islands, islets, and beaches along the Strait of Malacca. Drawing from the region's unique soil layers and ancient animal fossils, the collection reflects the passage of time through texture, form, and tone.



时间，这一系列的灵感来自岛屿和小岛的原始自然美景，还有沿着马六甲海峡延伸的沙墩府海滩，通过表面、形状和色调反映了时间的故事，灵感来自该地区独特的土层和古代化石。

#### BANYUAN BATIK

Batik Apparel

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## SOUTHERN REGION 03.

系列3：沙墩植物群（巴提布料套装）

### SATUN FLORA BATIK APPAREL

The Satun Flora collection celebrates the botanical identity of Satun province through a unique fabric pattern inspired by the Satun champada flower and the Na Prick santol-both Geographical Indication (GI) plants. Using a stamped batik and modern color palette, the design reflects distinctive visual identity for the group.

沙墩植物群，这一系列的灵感来自通过独特的织物图案庆祝沙墩植物学身份特征，图案灵感来自沙敦巴达花和辣椒倒影，这是经过地理标志认证的植物，采用现代蜡染印刷技术和配色方案，这一设计反映了制造商的独特视觉特征。

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