



## Thai dress new style For Thai teenager

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### ABSTRACT

Nowadays, Thai teenagers and Thai culture were rather difficult to reach each other. This may be due to many problems that make Thai culture look untouchable and difficult to reach and may not interesting for Thai teenagers, for example, being discriminated against by adults because they were too cherish for the culture. Therefore, most Thai teenagers think that they did not want to interfere with Thai culture therefore turned his attention to foreign cultures easily accessible and more interesting, whether it was a dress or an interesting music medium easy access and fun with foreign cultures.

Therefore, the researcher had an idea to bring the dress of Thailand which teenagers would see and be familiar with a good designed to be a Thai dress that Thai teenagers were interested in and think it was fun until the researcher want to try this thesis and intends to design Thai costumes which the teenagers like that could be used in a variety and make Thai teenagers more interested in Thai culture more.

**Keywords:** Thai dress, Thai costumes, clothes, Thainess , Thai culture

### 1. Introduction

Currently in Thailand Foreign media and culture were very popular among Thai teenagers because the media and culture from foreign countries it was fairly and easy to access whether it was an interesting dress easy access to culture than Thai culture in the thoughts of Thai teenagers towards Thai culture. Thai culture was always difficult to access and strict from adults. As a result, most Thai teenagers were not interested in Thai culture but deep in their thought that they still had a strong interest in Thai culture but they think it was poor access.



Figure 1 Thai teen people age 15-25

The researcher asked the opinions of adolescents about Thai clothing. The authors obtained information from a questionnaire from 30 Thai adolescents. Age range 15-25 through the questionnaire “Why Thai teenagers did not want to wear Thai clothes?”

The researcher received information on several factors from questioning Thai adolescents for example:

- 1.) Adults were too greedy and stubborn to the point that they did not want to interfere with Thai culture.
- 2.) Thai costumes were expensive. and can only be worn on certain occasions.
- 3.) The fabric of the Thai dress was uncomfortable to wear.
- 4.) Old seas, most elderly people only wore.
- 5.) It was quite difficult to clean.

Therefore, the researcher had an idea how to make the Thai costumes look not boring? and how to make Thai costumes look more accessible and easier to wear, and how to combine Thainess with modern dress?

In this thesis, the researcher would like to find a way to make the culture of wearing Thai costumes more accessible to teenagers through the unique Thai costumes of Thai culture and was the medium that Thai teenagers were familiar with the most easily accessible therefore invented a method how to make Thai costumes attractive to Thai teenagers and bring Thai teenagers back to take more interest in Thai culture?

## 2. Objectives of the study

- 1.) Design a new style of Thai costumes to meet the needs of Thai teenagers.
- 2.) Designing Thai costumes to be attractive, comfortable, and versatile

## 3. Materials and methods

The researcher researched the data. Regarding the wearing of Thai costumes in Thailand, from the book (การรณรงค์แต่งกายผ้าไทยและส่งเสริมชุดไทยเป็นอัตลักษณ์ประจำชาติ2558) (Campaign to Dress Thai Cloth and Promote Thai Dress as a National Identity 2015) during the year 2015 in Thailand, there was a campaign for people



in Thailand to wear a dress. Thailand to promote tourism in Thailand during the year 2015, there was a trend to wear Thai costumes. It was quite popular in those days but that current disappeared with time. Most of the present Thai costumes were elderly people and people of working age were popular to wear and popular to wear to special occasions such as weddings, important events.

### 3.1 Problems of Thai clothing that teenagers encounter

From research the researcher was given information on why wearing Thai costumes every day was difficult especially for teenagers from the researcher conducted a questionnaire on Thai adolescents about Thai costumes. The most common problems related to Thai costumes from Thai teenagers were.

#### 1.) It was uncomfortable and expensive to wear

From the questionnaire that the researcher asked Thai adolescents Most of the problems encountered were that the Thai dress was hot and uncomfortable to wear because the fabric of the Thai costumes was mostly made of silk. It was uncomfortable to wear and quite expensive.

#### 2.) The chances of wearing a Thai costumes were quite low

Mostly, wearing Thai clothes by Thai teenagers It was only worn during important events such as weddings, temples, performances, and school events, which were mostly infrequent times. Therefore, they rarely wear Thai costumes.

#### 3.) The design was out of date. Difficult to put in everyday life

Because the Thai costumes has been around for many years. As a result, the design of Thai costumes remains the same as in the past, and nowadays most Thai costume designs were focused on wearing for an event more than everyday use.

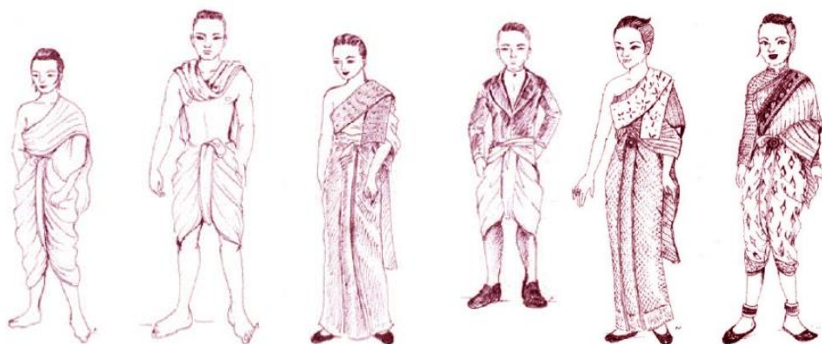


Figure 2 Thai dress 01

(<https://sites.google.com/site/namfoun47027/smayeratnkosinth/rachkal-thi-4>)



Figure 3 Thai dress in "Chokchai Fah Mai Shop"

But there will be an applied Thai costumes that most working people like to wear to work or to social events The fabric was thick silk. The researcher made inquiries from "Chokchai Fah Mai Shop" (a shop selling Thai costumes that the researcher went to find information) The shop gave information to the author that This kind of dress was mostly for working age people and the elderly only to buy and wear Never had a teenager buy it and wear it.

4.) Difficult to clean

with the fabric of the Thai costumes that was silk. It makes cleaning difficult washing could not be washed with a washing machine. because the fabric will shrink and the color will fall easily.

Problems that the researcher asked about Thai adolescents. that many of the information obtained from Thai teenagers was mostly based on the book. (การรณรงค์แต่งกายผ้าไทยและส่งเสริมชุดไทยเป็นอัตลักษณ์ประจำชาติ2558) (The campaign to dress in Thai fabrics and promote the Thai dress as a national identity 2015) has also received the same information.

3.2. Troubleshooting

The researcher had taken the problems from the Thai costumes that Thai teenagers face and will be able to solve the problem as follows.

1.) Use materials (fabric) that were suitable for teenagers.

Choose a material (fabric) that was comfortable and easy to clean. Suitable for the climate of Thailand where most of the weather was hot. Choose fabrics with fabrics that can breathe well. The fabric that the author researched and easy to use.



Figure 4 Fabric Polyester, Linen cotton, Cotton



1.) Polyester fabrics: Polyester fabrics were tough, flexible, not easily creased, cool, and can keep the original shape very well.

2.) Linen cotton: Good heat dissipation easy to clean and can be washed in the washing machine ,easy to crease, unique style of this fabric.

3.) Cotton: Cotton was a highly flexible fabric. Ventilation was quite good. and help absorb sweat well

(Masterclass, Thecreativecurator, Ramita Naungtonnim 31 Mar 2022 )

All these fabrics, the researcher thinks, can be mixed together and adapted into a new style of Thai dress to be interesting and suitable for Thai teenagers.

2.) Design the dress to be more modern

The author's new style of Thai costume designs the author will refer to the design of the original Thai costumes of Thailand because the original Thai costumes was mostly teenagers. The most familiar and well known. The original Thai costumes was the national costume of Thailand which a long history and identity could dress for all ages. The men would wear shirts "Ratchapatan" or a royal shirt, wears "Chong Kraben", while the women would wear a "Sabai" or wear a "Flap shirt" and wear a "Sarong" or "Chong Kraben" (Wikipedia, original Thai dress, December 2, 2021)



Figure 5 Thai dress 02

(<http://www.thaigoodview.com/node/120409>)

Therefore, the researcher had an idea to combine the traditional Thai costumes with the traditional dress that most Thai teenagers wear nowadays which the current set that Thai teenagers like the most. It would be clothing in the style of "Minimalism". Minimal style means "anything that maintains simplicity, uncomplicated, but still useful, just like anything else" (MINMIN 2019)

The authors obtained this dress information from questionnaires the authors completed. (There are both male and female respondents). In the questionnaire, it could be seen that the most Thai teenagers prefer the Minimalist style.

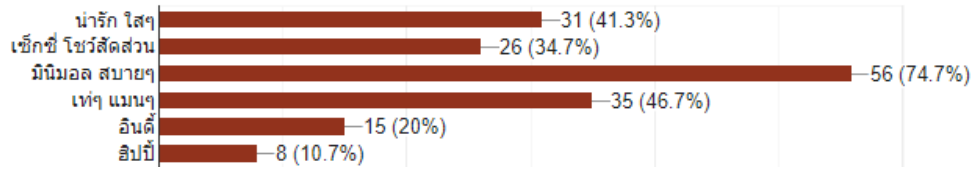


Figure 6 Information from questionnaires

Minimal style that Thai teenagers are popular now.



Figure 7 Minimal style dress

(<https://www.eventpass.co/event/WqLruy>)

Minimal style clothes, most of them had color tones that look comfortable on the eyes and had a design that is simple and comfortable to wear. It was a clothing that was very suitable for teenagers.

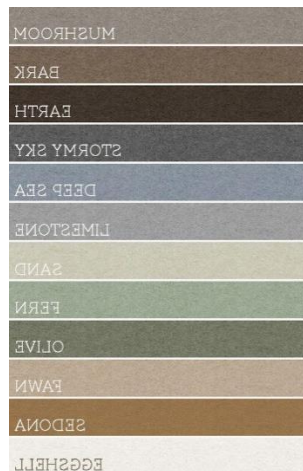


Figure 8 earth tones color

([www.estopolis.com](http://www.estopolis.com))



Colors that can be paired with a minimalist style were earth tones, where earth tones were any color that can also refer to natural colors, such as brown earth, green leaves, cloudy skies. This looks warm and inviting and if it was a cool tone, it could make it look comfortable on the eyes (Designl Peridot : 18 December) The advantage was that it can make you feel relaxed and calm, which make it a good match with the minimalist style.

3.) Designed to be used in a wide variety of applications.

Most of today's Thai costumes were usually worn only on important days. Therefore, the opportunity to wear Thai traditional Thai dress was quite low when not wearing a Thai dress will keep the Thai dress did not take advantage of anything the author therefore wants to design a new style of Thai dress. It was a Thai dress that can be worn on any occasion could be played as a normal outfit, worn with normal clothes, worn in many ways and can be used in a variety of ways without having to keep it as a waste.



Figure 9 Reuse clothes to a bag

(<https://www.trueplookpanya.com>)

The researcher was very inspired by Reuse, a concept of reuse. Both in terms of materials or products, reusable to bring benefits in both original and new forms. In addition, reuse also includes design for reuse (Design for Reuse) means Management from the design planning stage so that the product could be reused. (Preeda Srisuwan, Patcha Utiswannakul)

#### 4. Results

From the researcher has researched various information, therefore, the design, color and materials that the researcher thinks are collected. can be mixed and designed to be a new style of Thai dress that Thai teenagers want.



Figure 10 Style + Color + Fabric+ Reuse

(<https://www.trueplookpanya.com>)

which will consist of Prototype dressing style was traditional Thai dress mixed with minimal style, earth tones, comfortable and easy to clean fabrics and reusable clothes. The researcher would mix these together together with the Thai dress designed by the researcher.

#### 4.1 Idea and sketch



Figure 11 Idea and sketch 01

The researcher designed a new style of Thai costumes to have a variety of wearing to look boring could be worn in many styles to make teenagers feel interested and want to try on. This Thai costumes could be worn with normal clothes and can be transformed, such as transforming into bags, skirts, pants, sun shirts, scarves, shirts, Thai costumes could be worn by all genders and ages All parts of the dress were free size. Anyone could wear it was not just a Thai costumes that was worn to an important event. But it would be a Thai costumes that could be used in many forms.

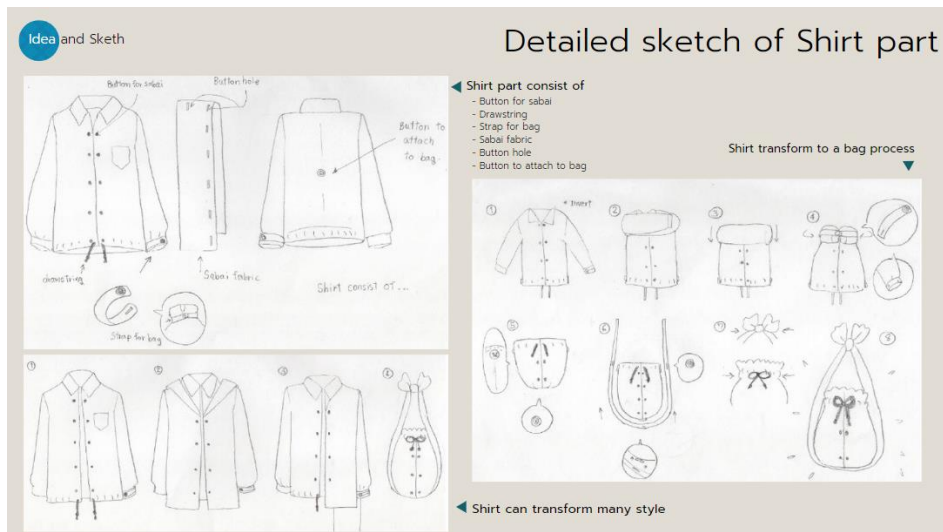




Figure 12 Silhouette

(www.thaitextile.org)

Based on the principle of Silhouette was the structure of the clothes or sketches/frames with no details inside the inspiration or source for the design of the clothing frame. There might be imitations or builds on a variety of ideas understanding the origin of the layout would be able to know the elements that could be used together in the design, including style, lines, patterns, editing, decoration, use of composite materials, use of color (THTI Insight 13.4.2561)



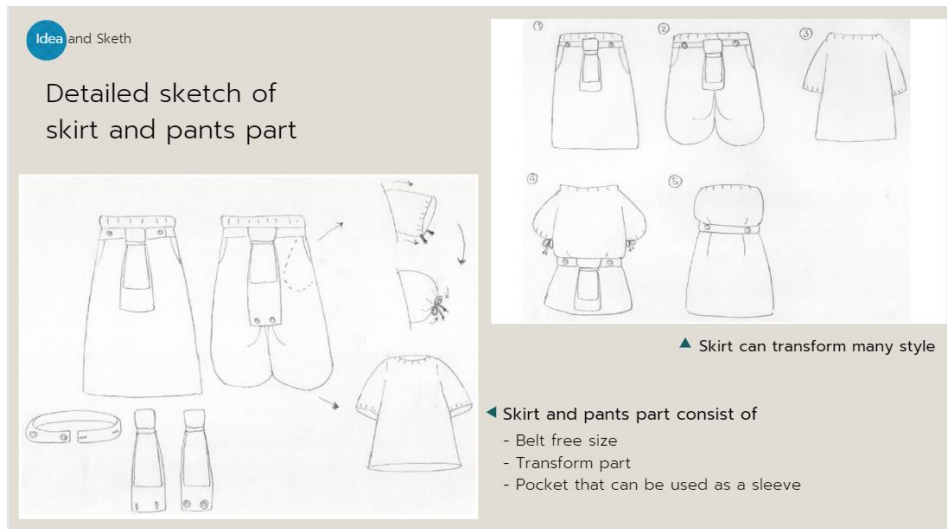


Figure 13 Idea and sketch 02

In this section, it was a sketch of the researcher's Thai costume would consist of

- 1.) A piece of a skirt and pants. This part could be transformed into a variety of forms, such as a skirt, a pants, a shirt, a strapless dress.
- 2.) A piece of adjustable waist belt. There was a belt in the middle that connects the part of the skirt to become pants. There was a design referenced from the original Thai dress to make it still look like a Thai dress.
- 3.) The parts of the shirt and the Sabai will consist of Buttons are attached to the Sabai, sleeve straps, drawstrings. Personally, this shirt would be able to transform into a bag how to transform into a bag it could be seen from the draft that the researcher had designed. The bag can be put in Thai costumes to carry anywhere or can be used as a bag for shopping.

#### 4.2 Prototype

The prototype that the researcher cuts out to be the prototype of the real suit which the researcher tries to design a new style of Thai dress to be able to use every part fully in order to make Thai costumes more than ordinary Thai costumes.



Figure 14 Prototype

#### 4.3 Thai pattern design

The researcher wanted to design a Thai pattern to look more attractive which has brought the prototype of Thai patterns that were mostly based on nature, trees or animals, and being influenced by religious beliefs, including in the field of superstitions. Therefore, the researcher had tried to mix various animals with Thai patterns to make them look attractive, modern, cute to attract Thai teenagers, and the animal chosen by the researcher was the elephant, which was the national animal of Thailand that everyone was well aware of and Thai teenagers had very well acquainted the researcher experimented with modifying more minimalist by cutting it down to resemble an icon and make it look minimal and comfortable.

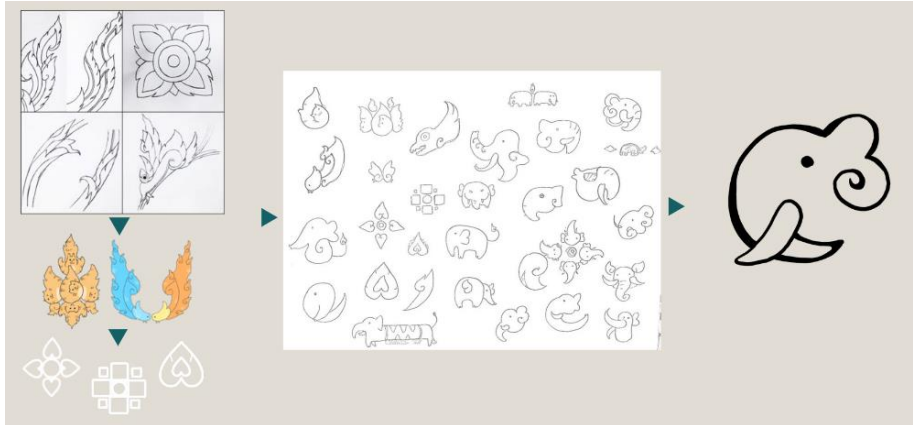


Figure 15 Thai pattern design 01

(Thai pattern

[https://www.lib.ru.ac.th/journal2/?p=12009&fbclid=IwAR1AGL4P7jX9K9bWzjcY3NOb52Gp\\_hwU5UqGtN2hHI9FqjBemY0l8EZ9rw8](https://www.lib.ru.ac.th/journal2/?p=12009&fbclid=IwAR1AGL4P7jX9K9bWzjcY3NOb52Gp_hwU5UqGtN2hHI9FqjBemY0l8EZ9rw8))

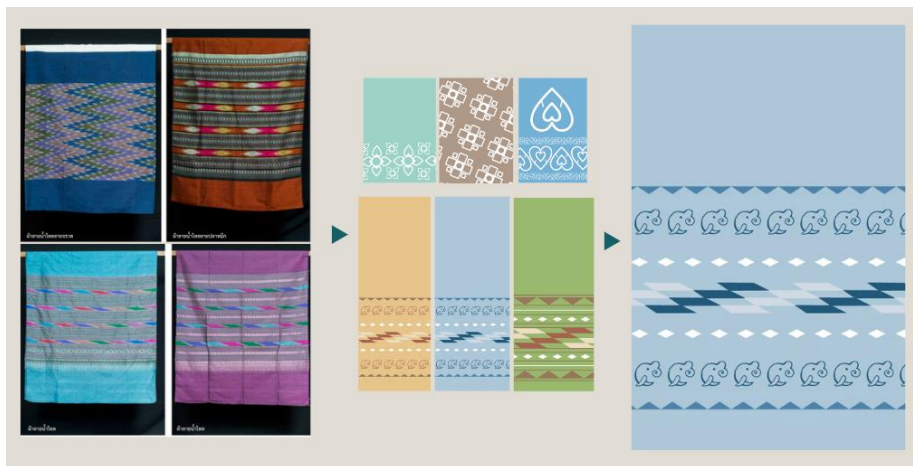


Figure 16 Thai pattern design 02

(งานศิลปหัตถกรรมประเภท ผ้าลายน้ำไหล)

The researcher designed the pattern to look minimal and colorful with earth tones. Make it look comfortable and easy to reach for teenagers. The researcher's fabric pattern was inspired by Nam Lai fabric was one of the wisdoms of woven fabrics of the people of Nan Province. Born from the creativity of the local Nan weavers, it was a cloth that women wear as a “Sarong” or “Sarong”, woven with a special technique called “Koh” or “Luang”, creating patterns that sway like a mighty river long flow. It was assumed that this was probably caused by the imagination of the weavers' ancestors who imagined imitated from the Nan River which was a meandering river beautiful swaying waves when woven into a pattern on the sheet the fabric was called “Fabric Lai Nam Lai” was considered an artistic heritage. Important culture of Nan Province the researcher thinks that Lai Nam Lai fabric was



suitable for the design of the new Thai dress because it was a pattern that makes it look comfortable, relaxed and cool. Like a river (interview with Mrs. Jansom Phrompanya, Tha Wang Pha District, Nan Province)

#### 4.4 Final products

The last step would be a new Thai style dress that the researcher has designed as the final step. The researcher used polyester fabric for the part. “Sabai fabric” , Cotton linen for the shirt part , Cotton fabric for the pants and skirt part. Because these fabrics have properties that meet the needs of Thai teenagers. Comfortable to wear, good heat dissipation, easy to clean. and combine various designs together, including Thai dresses, fabric patterns, color tones to become a new style of Thai dress that retains the original Thai originality Can be worn by all ages, could wear a variety of styles, can be transformed, can be worn in any size.



Figure 17 Final products 01



Figure 18 Final products 02



Figure 19 Final products 03

An example of wearing in a new Thai dress designed by a model and model. It could be seen that the dress could be worn by all genders, could be worn in all proportions and can be worn in a variety of ways.

## 5. Conclusion

From this research study the researcher hopes that this new Thai costumes design would be useful in the future. That could make teenagers or other people wore Thai clothes with comfort and have fun with changing the design of dressing up in Thai costumes. If obtained, it could be applied in a variety of ways as appropriate. The researchers hope that Thai costumes would be more popular with teenagers and would be more interesting if they could be continued. So that the Thai dressing culture would not be forgotten.



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