

Concept paper

Design Competition: Casual Wear¹ from Mo- Hom

Background

The beauty and Identity of Thai textiles, especially the hand-woven and natural-dyed fabrics are well-known and well-accepted around the world because the textiles not only can illustrate the beauty culture of Thailand to the world but also tell the story of Thailand's local wisdom and ways of people's lives through the natural production process. "Mo Hom" is Thailand's famous indigo-dyed fabric using a natural dyeing process from indigo plants. The word "Mo" (มอ หรือ มอ) means sky blue or grey and "Hom" (โฮม) is an indigo blue tree that produces different shades of blue. Even though Mo Hom originated from Northern and North-eastern Thailand, the acceptance of this local wisdom has been transferred to many parts of the country. Mo Hom has also increasingly been used as everyday wear and other products among Thai people

In the fashion and clothing industry, France is undoubtedly known for being rich in knowledge and expertise in fashion design and production. The Ministry of Social Development and Human Security sees the opportunity that Mo Hom can be promoted and expanded internationally through the design knowledge and skills of French fashion design students. Therefore, the design competition: casual wear from Mo Hom is launched aiming at increasing international recognition of Mo Hom, the pride of Thailand, as a type of fabric that can be customarily used. At the same time, this new generation of youth is an important driver to leverage the potential of the Thai fashion industry in this era.

The Ministry of social development and human security would like to invite the youth who are studying at Fashion Academy in France to submit their design ideas for Casual Wear using natural-dyed Mo Hom fabric. The participants are requested to design clothes which are able to manifest the combination of Thainess with Modern fashion and can be worn in everyday life. Two outstanding designs will be awarded and both designs will be sewed up by Thai tailors and presented at the ministry's exhibition to mark the occasion of Her Majesty Former Queen Sirikit's Birthday on 12 August 2022.

Objectives

1. To promote youth participation in expanding Thailand's soft power
2. To promote and expand the use of Thai fabric and textiles in international fashion
3. To promote international engagement and collaboration between Thailand and France

¹ Casual wear (or casual attire or clothing) means dress code that is relaxed, occasional, spontaneous and suited for everyday use.

Activities and Duration

The participants are requested to submit the design to e-mail: intercorp.social@gmail.com by 3 August 2022 and the awarded winners will be announced on 5 August 2022

Eligible participants

Students from the Institute of Fashion and/or textile Design or related fields in France.

Awards

Awards will be given to two outstanding designs and the awardees will be receiving

- Round-trip Ticket from Paris to Bangkok
- One-week accommodation in Southern provinces (Phuket or Krabi) during their stay in Thailand.



A natural dyeing process from indigo plants of Mo Hom



Textiles and color of Mo Hom



Phrae Province Twitter@openchiangmai



Typical designs of Mo Hom



Modern designs of Mo Hom