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Job: BIFF 2003 advertorial in Elle Singapore

and HK *Integrated Image Communications*

Client: DEP

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## **Thailand presents its 'New Age of Design' in BIFF & BIL 2003**

The Department of Export Promotion (DEP), Ministry of Commerce is organizing the Bangkok International Fashion Fair (BIFF) 2003 and the Bangkok International Leather Fair (BIL) 2003 during 15-19 January 2003 at the Bangkok International Trade and Exhibition Centre (BITEC), Bangkok. The combining of the two grand fairs will serve the objective of to promote Thailand's image as a fashion hub of Asia.

The Bangkok International Fashion Fair or BIFF is staged consecutively every year. There will be many leading Thai manufacturers showcasing their fashion products which this year's theme is the "New Age of Design". Manufacturers, young generation designers and professional designers have cooperated hand-in-hand with their aim is to create most attractive collection for the BIFF 2003.

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## **Total Fashion**

The two combined fairs are poised to create a new dimension of Thai fashion goods because of the larger size of the fairs and the varieties of fashionable apparels and leather goods from head to toe. The fairs will demonstrate high capacity of Thai fashion industries from upstream to downstream producing integrated products process start from designing, producing, distribution and exporting that known as "Total Fashion".

## **The Fashion Show 3D: new image of Thai fashion through the 3 dimensions**

The "Fashion Show 3D" is the new dimensions of fashion show presentation in BIFF & BIL 2003. It comprises of 3 groups of Thai fashion industry. The first is the 'Fashion Brand Name' group, which emphasizes on styles and trendy design. The second is the 'Original Equipment Manufacturers' group who produces high quality goods under many world class fashion brand names; and finally the 'New Age of Design' group or young talented new generation designers who is stepping to be the next force of Thailand's fashion industry.

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Every collection to be presented in the “Fashion Show 3D” is strictly selected from its tastefulness, style and compatibility to the international trend, some are reflected Thai cultural heritage. All of them are created, designed and produced by Thai.

The three dimensions of Thai fashion industry as will be shown in the shows are comprised of following aspects. The Direction, let’s say the trend setters, this dimension is a kaleidoscopic of Thai fashion brand names, the second dimension is ‘Design’ as focus on the works by Thai young designers and the collection from the ‘Match Making’ Project. The third dimension is the ‘Diversity’ that will be shown through the ability of Thai manufacturers.

## **The Match Making Project**

The “Match Making”, the project to match trading partners between producers and talented designers, is initiated by the Department of Export Promotion to strengthen the design power of Thai manufacturers. The BIFF 2003 will be the first stage for the project to introduce their achievements on catwalks.

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The process from designing to production needs a joint agreement

between the producers and the designers with flexible concordat to reach the best products. Thus the “Match Making” Project will be a showcase of coordination between manufacturers and designers. Achievements of the project will be presented at the fair as a part of the ‘Fashion Show 3D’.

## **Young Designers’ Room**

Three young blood fashion designers that grabbed the awards from the Fifth Thailand Fashion Designer Contest will show their collections in an exhibition at the BIFF 2003.

The three winners are as followed. The winning collection are called the ‘Eozoic Admiration’ by Mr. Boon-arak Raksawong which are inspired by the costumes and drawings found from prehistoric caves. The first runner-up is Miss Sawaniya Charoenruay, her collection – the Dry not to be died – reflected the beauty from inside the nature, though retouched or altered. The second runner-up is Mr. Patchaphon Liprawat, his collection – the Combination between light &

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**F**ine - was inspired by various feeling created  
from the light that reflected on the body.

### **Come and see a surprise!**

The organizer believes that more than 580 companies will occupy 1,400 booths at the Bangkok International Trade and Exhibition Centre during 15-19 January 2003. It also anticipates that about 77,000 visitors from Thailand and overseas will come to visit the fair. More information concerning the fair can be obtained from the Department of Export Promotion, Ministry of Commerce, Royal Thai Government at tel. +66 2511 6020-30 ext. 742, 743 or fax at +66 2511 6008-10 or e-mail: [biff@depthai.go.th](mailto:biff@depthai.go.th), [bil@depthai.go.th](mailto:bil@depthai.go.th), websites: [www.depthai.go.th/fairin/biff](http://www.depthai.go.th/fairin/biff), [www.thaitrade.com](http://www.thaitrade.com)

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