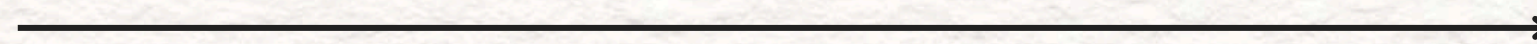


*fashion design*

PORT  
FOLIO



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# NATCHANAN SUPALAK

## ABOUT ME

### NATCHANAN SUPALAK “BONUS”

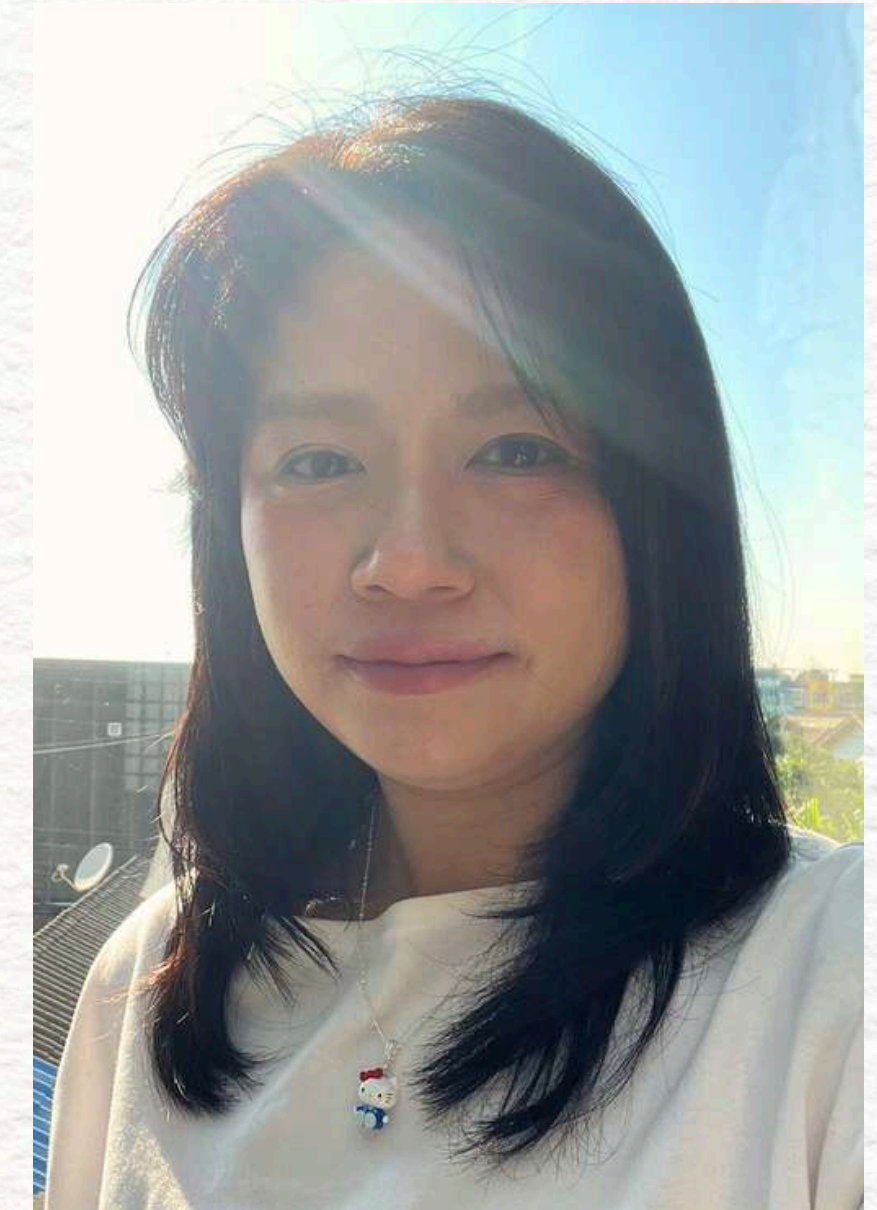
Senior Lingerie Designer

Born on November 30, 1984

Thai National | Married | Christian

I'm a Thai multidisciplinary designer working in lingerie and fashion, with some experience in packaging design and visual storytelling. With over 14 years in intimate apparel, I focus on creating pieces that feel comfortable, supportive, and effortlessly refined.

I believe that thoughtful details can help every wearer feel confident and beautiful.



# EDUCATION BACKGROUND

Education Background

1991-2003  
Saint Joseph  
Convent  
*(High School)*

2003 - 2007  
Silpakorn  
University  
*Bachelor of Arts  
(Archaeology)*

2008 - 2010  
Chanapatanan  
International  
Design Institute  
*Diploma of Fashion design*

and Training Class



# PERSONAL SKILLS

## SKILLS

- Fashion Design
- Intimate Apparel Design
- Print & Textile Design
- Hand-drawn Sketching
- Digital Illustration
- Packaging & Branding
- Concept Development
- Team Collaboration & Coordination

## TECHNICALL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Canva

## LANGAGUES

- French : Conversational level
- English : Conversational level

# WORK EXPERIENCE

## WACOAL (2011 - PRESENT) SENIOR LINGERIE DESIGNER

- Researched fashion trends and diverse sources to develop distinctive design concepts aligned with merchandising team requests.
- Created design inspiration boards incorporating trends and innovations, and selected fabrics to support the overall design direction for team presentations.
- Illustrated and designed products based on mood boards and team specifications to ensure cohesive visual storytelling.
- Produced detailed assembly drawings for lingerie prototypes to guide pattern makers through structured production processes.

- Coordinated with production teams to source and develop fabrics and materials that meet quality and performance standards.
- Assisted pattern makers and the Ergonomic Design Team in conducting model fittings, reviewing size charts, and ensuring prototypes were produced in correct sizes.
- Partnered with the merchandising team to prepare internal reports, presentations, and design boards for cross-functional meeting.
- Collaborated with the marketing team to promote collections through photoshoots, campaigns and brand events.



## TRAINING & INTERNATIONAL STUDY VISITS

- Fashion Study Tour - Bunka Fashion College, Tokyo, Japan - October 2018.
- Trade Fair Visit - Interfilier Shanghai, China - November 2013.
- Trade Fair Visit - Interfilier Hong Kong - April 2012.
- Completed Apparel Merchandise & Trend Analysis course at Bunka Fashion school in Bangkok, Thailand - February - March 2012.
- Short-Term Program - Cours de couture Program at Alliance Française, Bangkok, Thailand - October - November 2005.



project

# PORTFOLIO

Intimate Apparel · Textile · Packaging · Fashion

***My portfolio*** showcases selected works and projects that reflect my creative journey and professional experience as a lingerie designer, along with products I have designed and successfully released to market, showcasing my commitment to quality, detail, and purposeful design. It also features a selection of apparel designs that further express my personal style and distinctive design signature.

# 1. intimates PROJECT

## " BASIC BRA " (2011 - 2014)

**Basic Bra** is an affordable line sold through department-store promotions and local retailers. Designed in everyday-wearable colors with supportive functions, the collection includes lace and printed bras and panties that I created with modern features to enhance comfort and confidence. I also selected lace and print options for the brand's best-selling repeat items, ensuring all designs stayed within the set cost limits.



# “ PRINT & TEXTILE DESIGN ” (2015 - 2016)

My fabric pattern design for the Basic Bra collection has been released for sale.





# 2. intimates PROJECT

"Glam" (2015 - 2016)

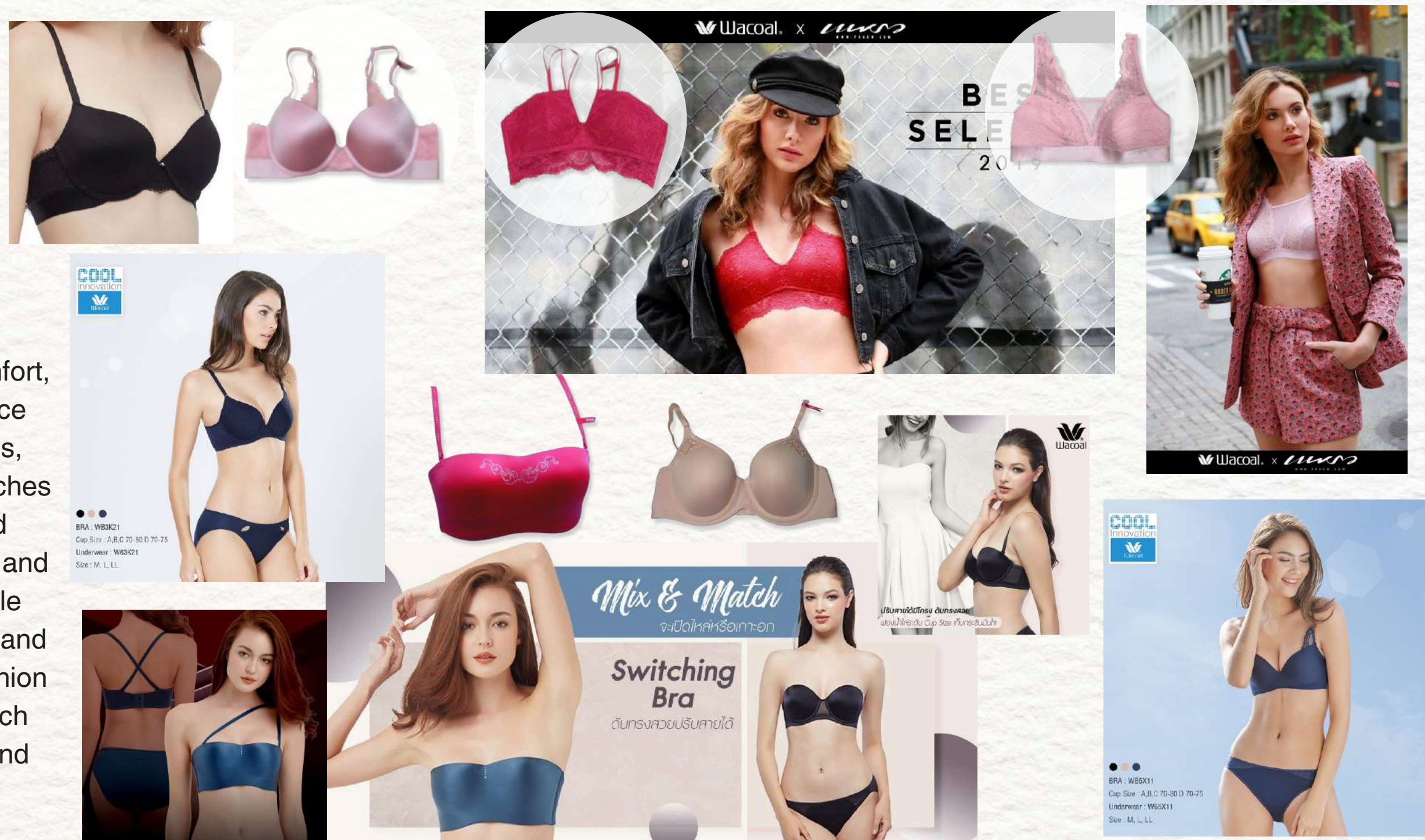
**Glam** is the brand's most premium line, featuring panties and bras crafted with refined lace, luxurious finishes, and SWAROVSKI embellishments. I contributed to the design, drawing inspiration from the 1920s Gatsby era. The collection highlights rich tones of red, fuchsia, and gold, combined with satin paneling and a mix of embroidered, fabric, and graphic lace to create an elegant, sophisticated look.



# 3. intimates PROJECT

## " MISSY " (2017 - 2018)

**Missy** is the brand's core line, focusing on comfort, function, and everyday wear. It includes both lace bras and smooth bras with subtle fashion details, such as SWA crystal accents or delicate lace touches for a refined look. I designed both the lace and smooth styles, created the SWA crystal patterns, and added modern functional features like multi-style adjustable straps to give customers more variety and a fresh everyday experience. Styles with subtle fashion details and innovative comfort technologies. Each piece ensures all-day wearability, flattering fit, and understated sophistication.



# 4. intimates PROJECT

“ bloom ” (2019 - PRESENT)

**Bloom** is a girlsweare line designed for ages 6–12. I created both one-point character graphics and full-print patterns for holiday wear, along with school-ready pieces in clean white tones that incorporate thoughtful innovation. Each design focuses on comfort during active movement, using soft foam paneling, gentle construction techniques, and materials that are non-irritating to young girls’ skin. Every piece is crafted to appeal to both girls and their parents, while remaining accessible at an affordable price.

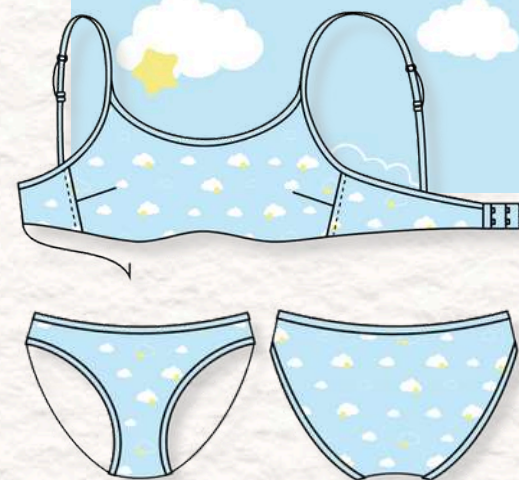
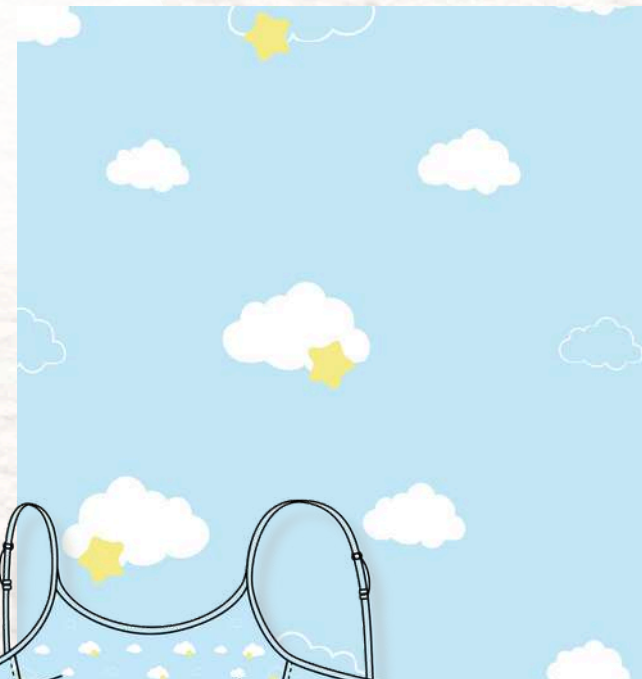
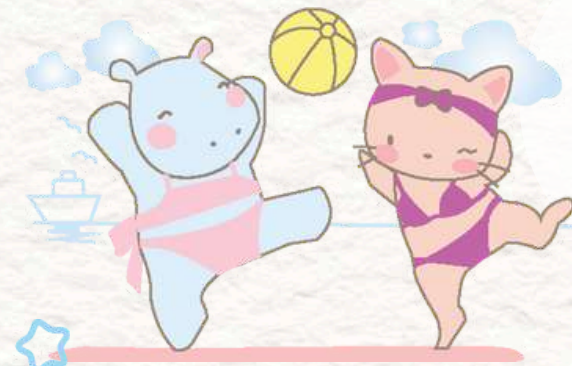


Wacoal  
PlaiSh.postcard



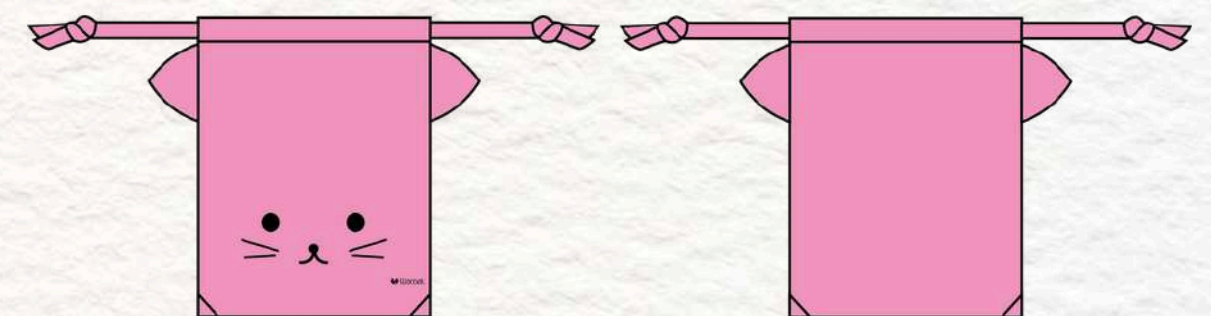
## ” Print & Textile Design ” (2019)

These are the one-point graphics and full-print patterns that I designed and have been released for sale.



## ” Packaging Design ” (2019)

I created a cat-face lingerie pouch for a twin-pack set, using a color-coded system to represent each age step within the collection.





# 1. fashion PROJECT

'morph' (2016 - 2018)



**Morph** – A self-owned clothing brand featuring minimal designs with unique details. I design and oversee the entire process, from fabric selection to manufacturing. The brand focuses on everyday minimal wear crafted from comfortable cotton and linen in soft, neutral tones, offering simplicity, ease, and timeless versatility. I manage both online and offline sales channels, ensuring a cohesive brand experience across all touchpoints.

Color Palettes



Materials



Polka dots



Ribbed Stripe Fabric



This collection embodies a gentle sense of playful energy through refreshed interpretations of polka dots and stripes. Voluminous silhouettes add movement to every party moment, while blanket-seam detailing introduces a handcrafted charm that enhances the collection's soft yet lively character.

# 2. fashion PROJECT

## "GENTLE PLAY" (2025)





# creative PROJECT

## “ANIMATED EDUCATIONAL SERIE” (2022)

### - SISTER'S GUIDE TO WEARING BRAS

Created an age-appropriate 2D animation teaching young girls how to wear bras comfortably. I wrote the story, illustrated the characters, and also participated in the voice acting. The warm, playful narrative features an older sister guiding her younger sisters with practical tips from everyday life.”



Color Palettes

Materials : Organza, Silk Spandex, Jersey

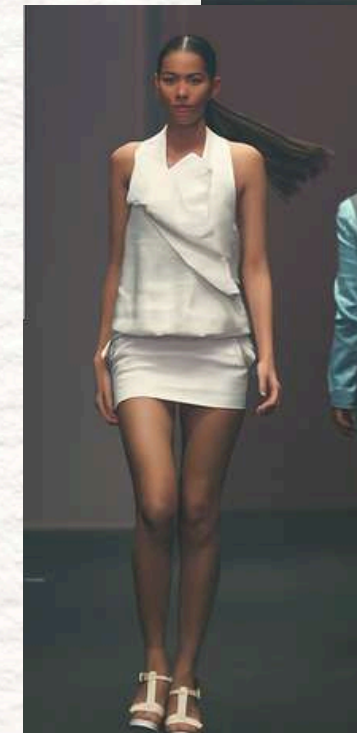


# 1. Runway & Showcase PROJECT



" (2010)  
Graduate Fashion Week

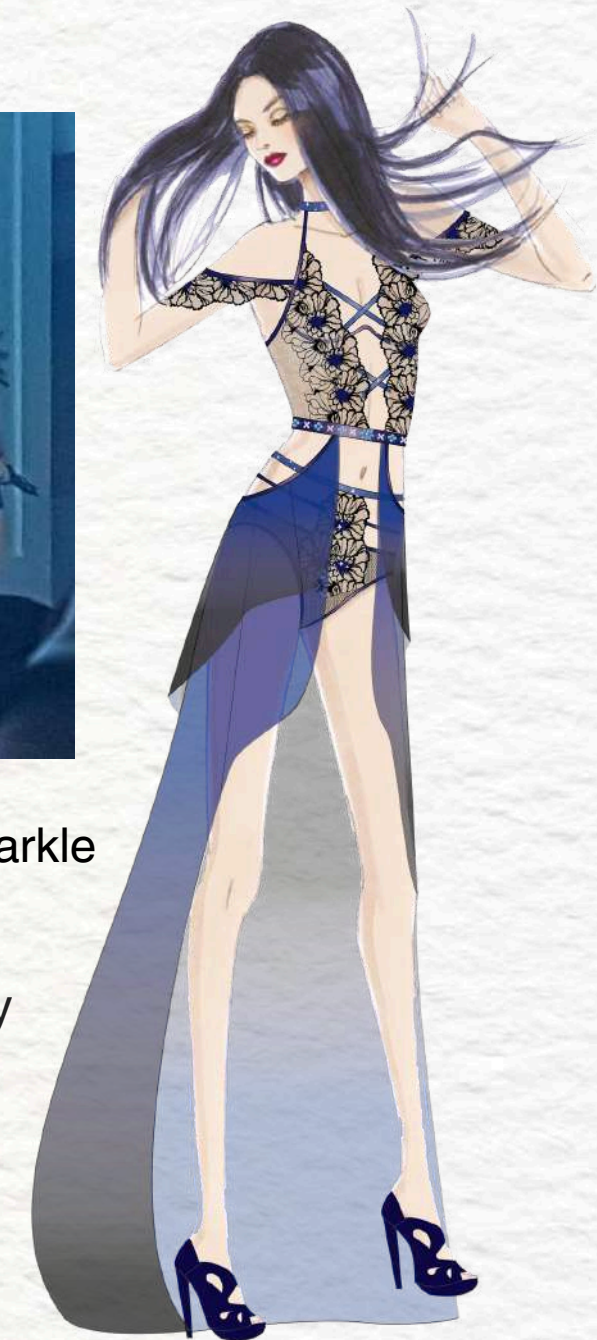
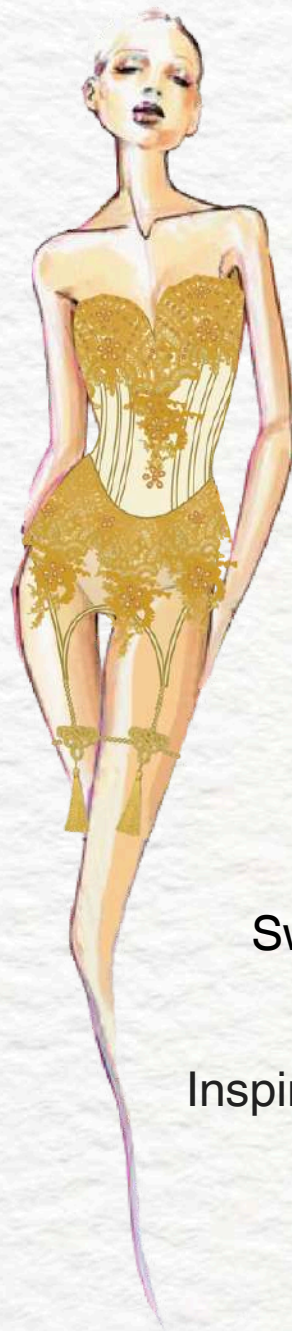
A fashion show dedicated to emerging graduate designers. Selected to participate as a runway model, presenting conceptual pieces that highlight early creative exploration and public presentation experience. Inspired by Japanese origami, the collection expresses a refined balance between cultural tradition and contemporary design.



# 2. Runway & Showcase PROJECT

(2017 - 2018)

I played a key role in the show, from conceptual costume design and material selection to coordinating with pattern makers for production. I meticulously designed the Swarovski crystal arrangement and hand-sewed each piece to ensure a refined finish.



“ **LOVE IS** ” Fashion Show :  
Swarovski x The Mall Group Lingerie  
Salon

Inspired by the grand and tragic love story  
The Phantom of the Opera.

Feb 1 ST , 2018  
@ Emquartier , thailand




“ **Forgottern** ” Show : Sea of sparkle


Presented by :  
Thai Wacoal Public company  
limited


JUN 29 TH , 2017  
Saha Group Fair , thailand

**THANK  
YOU SO  
MUCH**

Get to Know  
More About Me

 063-2698915

 natchanan.sup@gmail.com

 247/50 Sathupadith RD Yan Nawa  
Chong nonsri Bkk 10120