

PORTFOLIO

RATTANUN LUENGCHAIORN



SELF REFLECTION



INSPIRATION

THIS COLLECTION IS INSPIRED BY THE IDEA OF SELF-REFLECTION—UNDERSTANDING AND REVISITING ONE'S IDENTITY THROUGH SELF-IDENTITY. THE STORY OF MAITANAPATHA IS USED AS THE MAIN MUSE, COMBINED WITH THAI WISDOM AND THE CONCEPT OF POSITIVE ENERGY FROM BOTH THE DESIGNER AND THE CHARACTER REFLECTING PERSONAL GROWTH AND THE REALIZATION OF SELF-RESPECT.

CONCEPT

THE CONCEPT REFLECTS THE STORY OF MAITANAPATHA, WHO ACCEPTS BEING CURSED RATHER THAN LOVING A MAN SHE DOES NOT TRULY LOVE. THIS HIGHLIGHTS THAT CHOOSING NOT TO STAY IN A HARMFUL RELATIONSHIP IS AN ACT OF SELF-WORTH. THE NARRATIVE GOES BEYOND ROMANCE AND CRITIQUES THE PATRIARCHAL SYSTEM, WHERE WOMEN OFTEN HAVE TO NEGOTIATE THEIR VALUE. ULTIMATELY, SELF-LOVE AND SELF-WORTH BECOME THE GREATEST REWARD.

THAI WISDOM

THE COLLECTION INCORPORATES THAI WISDOM THROUGH THE REINTERPRETATION OF MAITANAPATHA'S ATTIRE, PARTICULARLY INSPIRED BY THE "SARI" REFLECTING INDIAN ARTISTIC AND CULTURAL INFLUENCES ON THAILAND THROUGH BUDDHISM AND HINDUISM. THIS ELEMENT IS ADAPTED INTO A CONTEMPORARY CONTEXT TO EXPRESS FEMINE BEAUTY THAT IS GRACEFUL YET POWERFUL, WITH A STRONG SENSE OF IDENTITY.

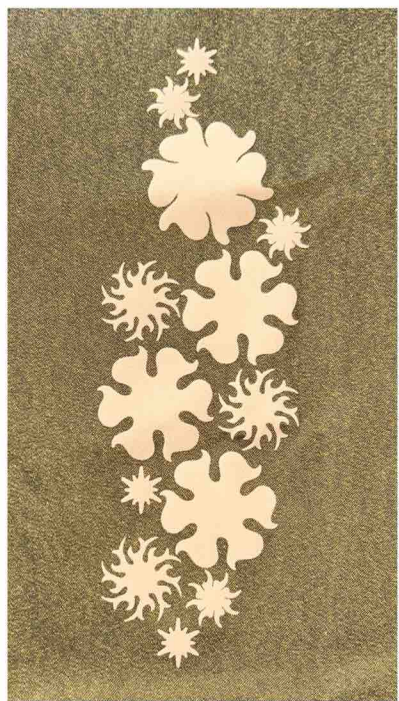
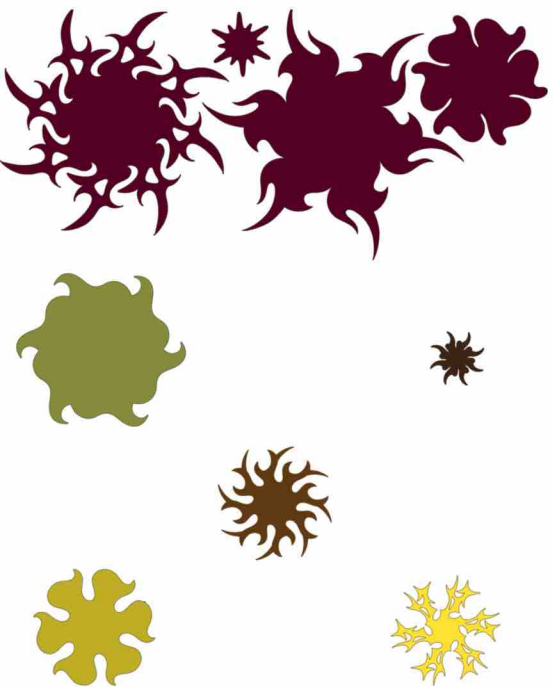
OUTCOME / MESSAGE

THE COLLECTION FEATURES SEXY AND CONFIDENT SILHOUETTES TO EXPRESS BEAUTY THAT CAN BE SEEN BUT NOT POSSESSED. CLOTHING ACTS AS A MIRROR OF SELF-IDENTITY, REFLECTING THE CONTRAST BETWEEN REALITY AND SELF-PERCEPTION.

THE ACT OF "GIVING FLOWERS TO ONESELF" AND "ARRANGING FLORAL COMPOSITIONS" SYMBOLIZES POSITIVE ENERGY AND SELF-LOVE, ILLUSTRATING HOW CARING FOR ONESELF CAN BE EXPRESSED IN A TANGIBLE AND BEAUTIFUL FORM.

VISUAL KEYWORDS

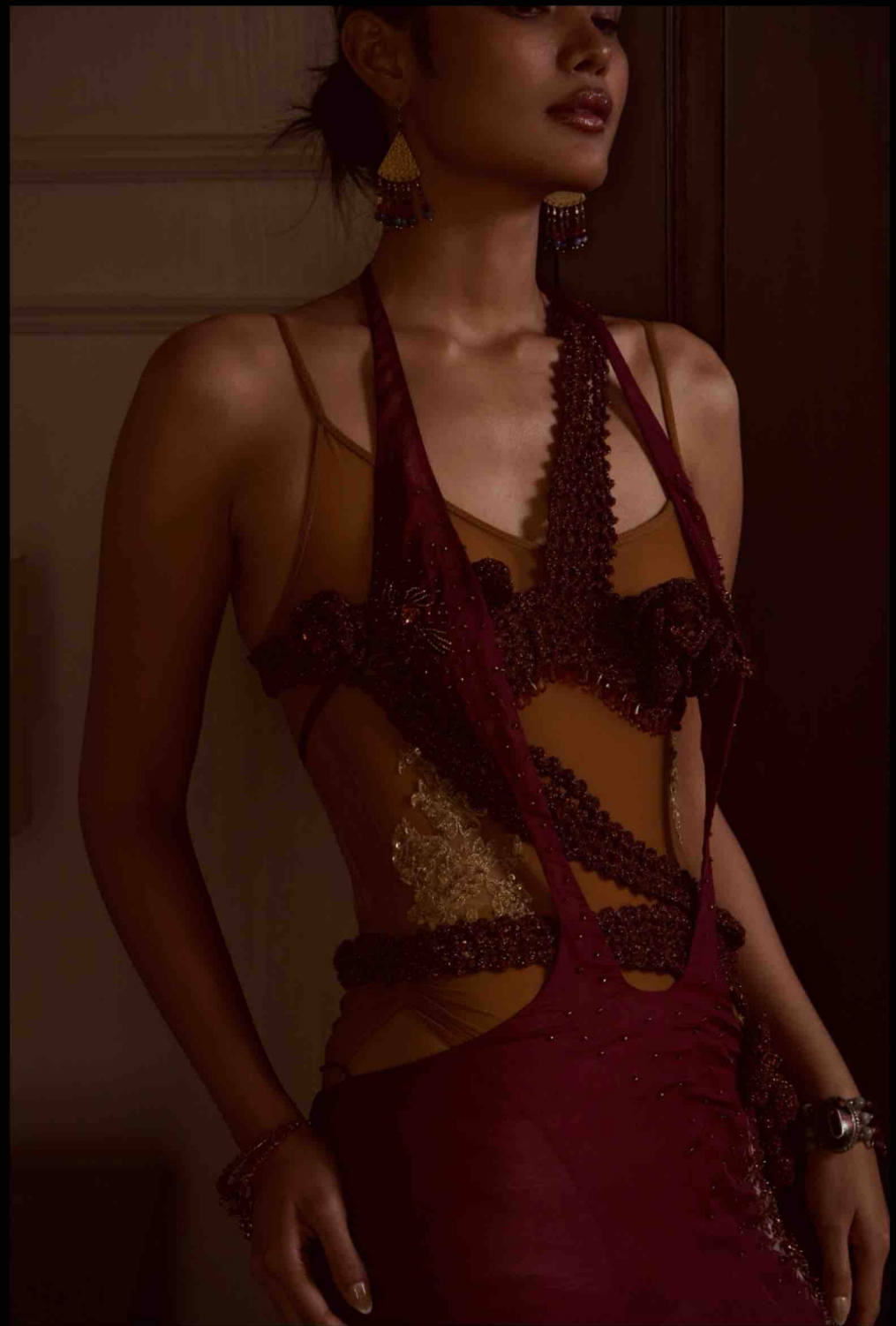
- POSITIVE ENERGY
- SELF-LOVE, SELF-RESPECT
- GENTLE STRENGTH
- CALM CONFIDENCE











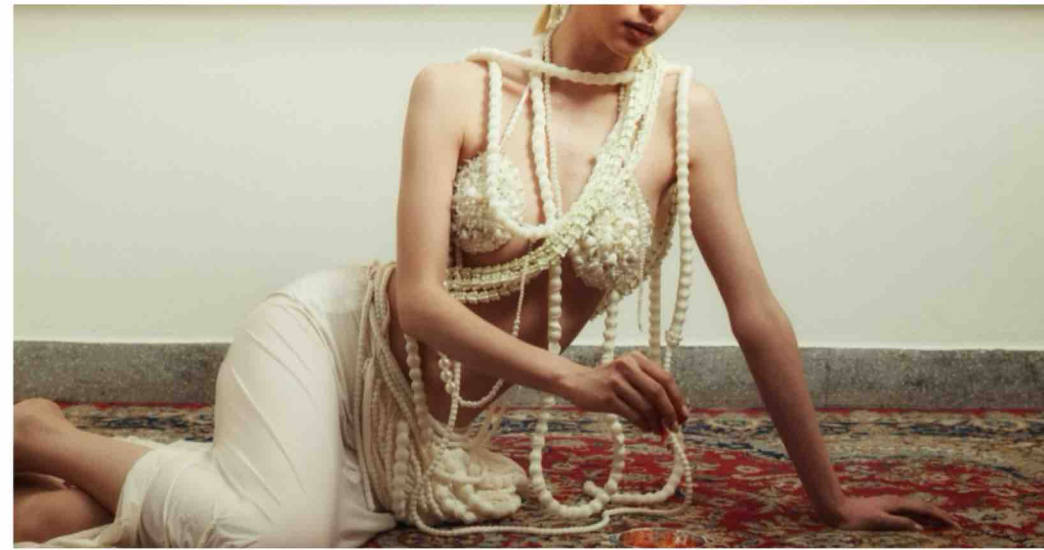
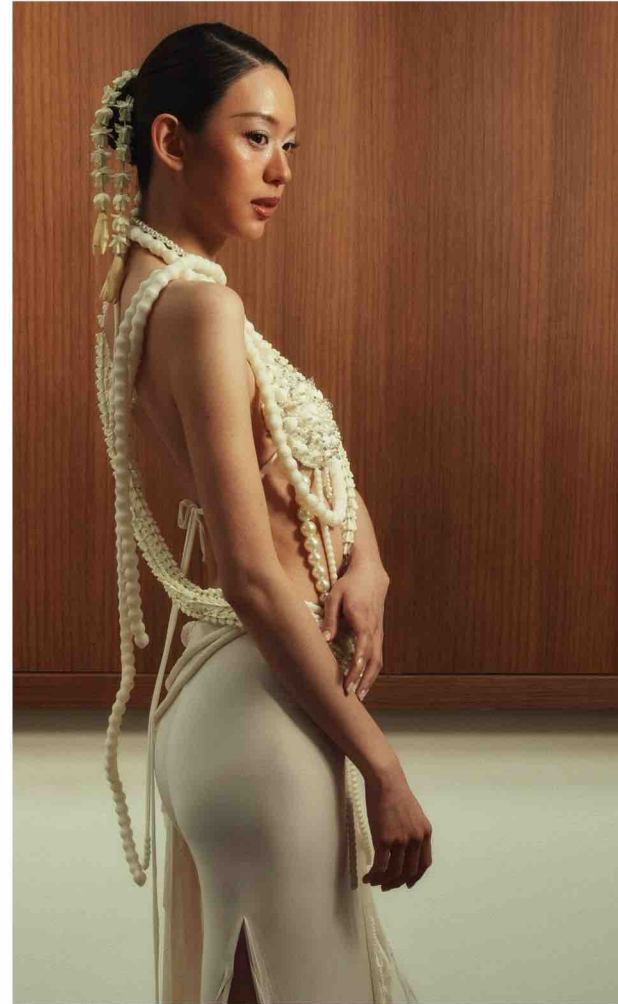








STYLING FOR NINNA



HELENA'S BIRTHDAY OUTFIT



INTERNSHIP AT **Stolen Stores**



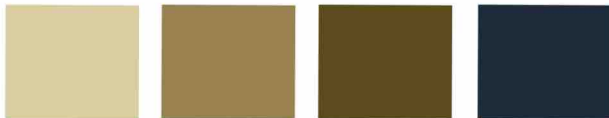
MARTIAN RUINS COLLECTION

Inspired by *The Martian* (2015), this collection explores survival on Mars, reflecting the resilience of explorers and the fragility of nature. It envisions a lost Martian civilization—once thriving, now abandoned—its remnants awaiting discovery by future explorers.



Techniques include draped fabrics mimicking Martian sandstorms and the fusion of coarse denim with flowing silk, symbolizing the contrast between human strength and the planet's delicate environment.

TECHNIQUES



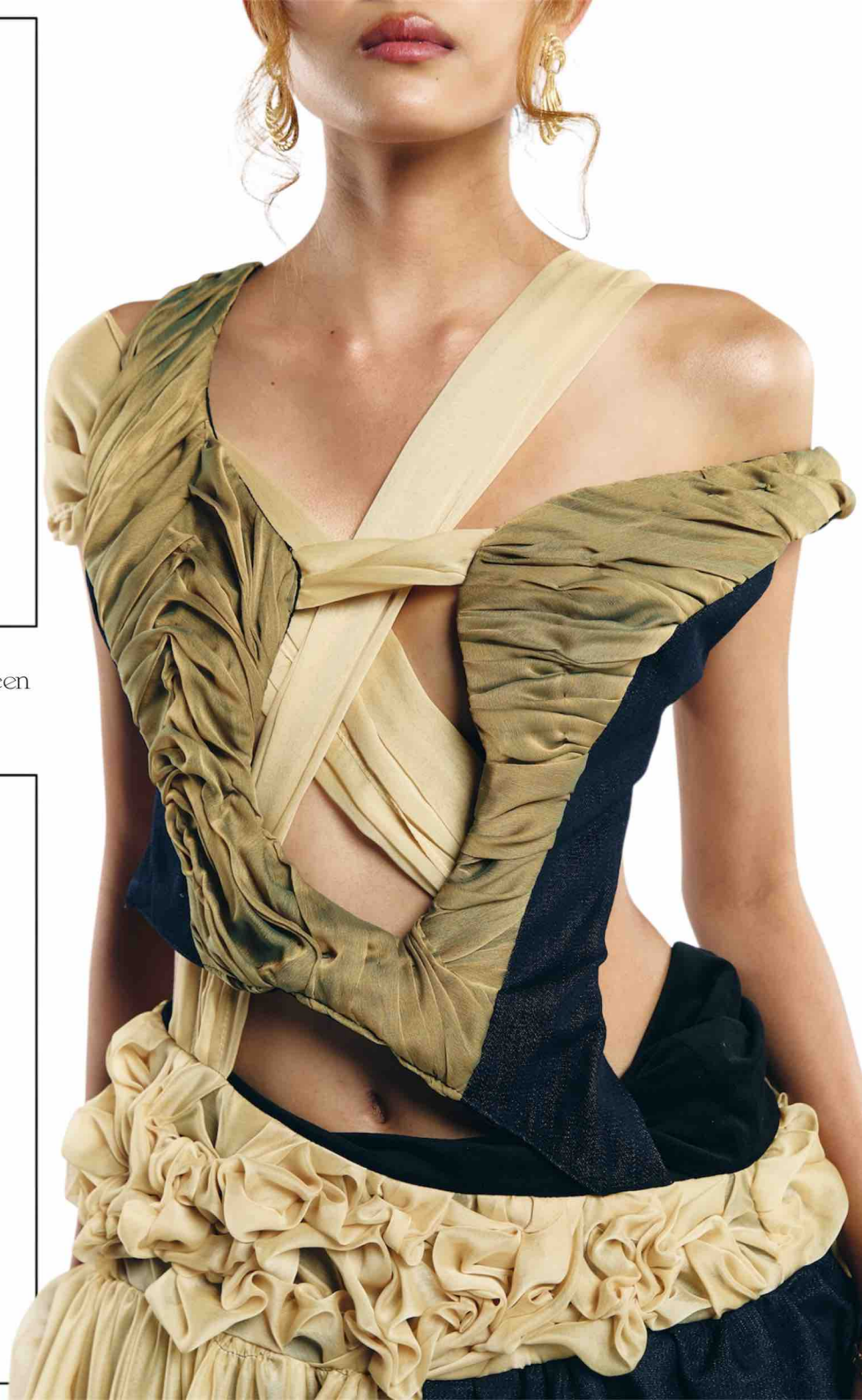
key colors

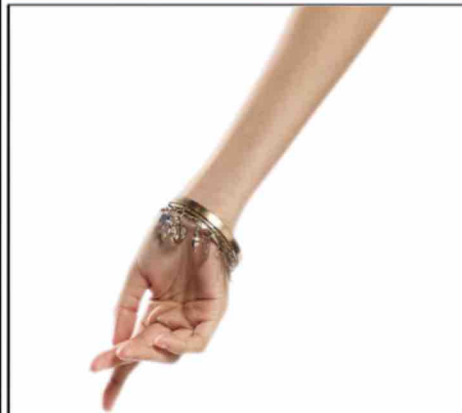
fashion color

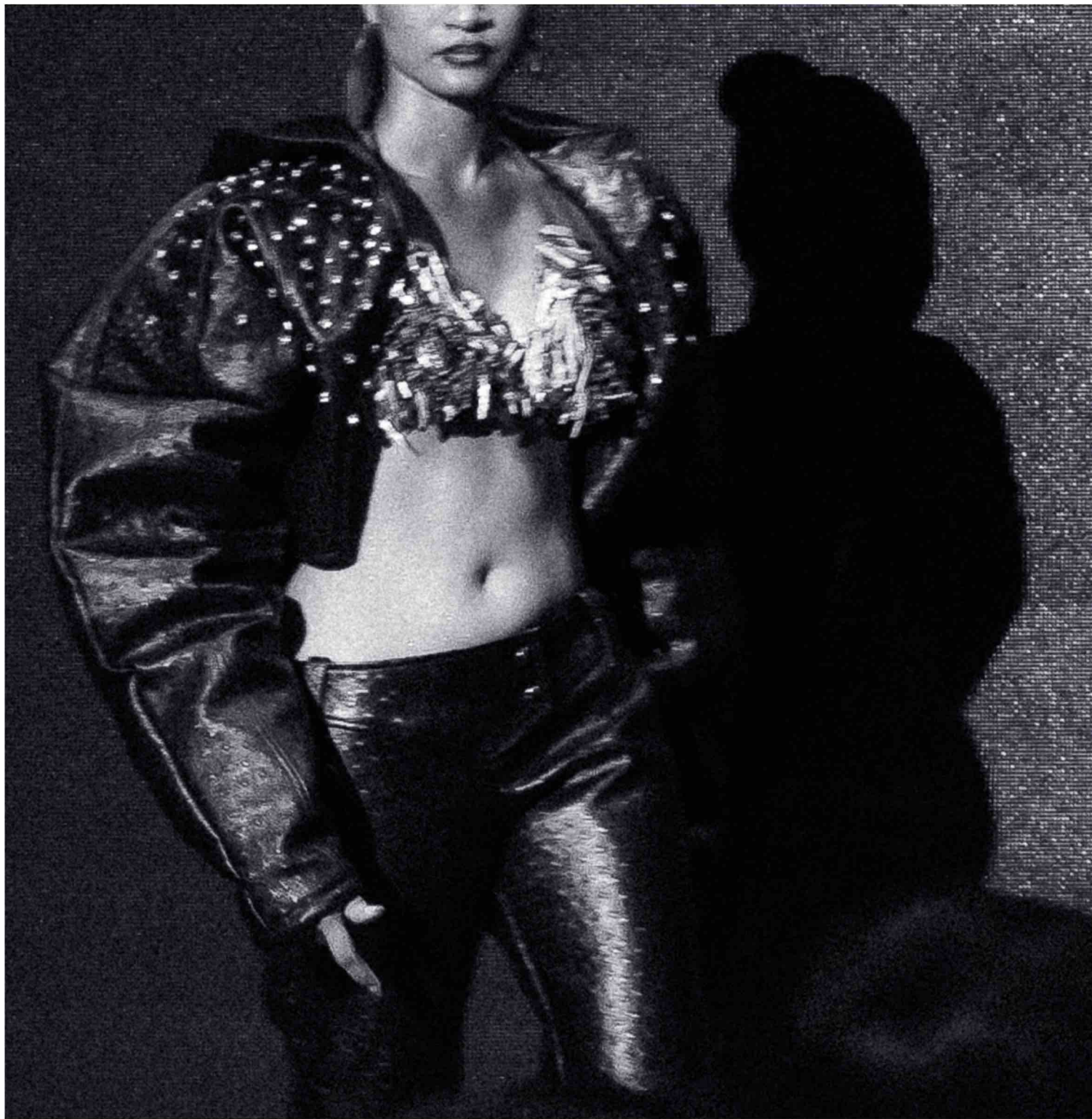




It tells the story of a "lost civilization on Mars," imagining a once-thriving empire that has long been abandoned, leaving behind only remnants to be discovered by future explorers.







BIFW 2024 VISIONARY STAGE

**IN COLLECTION
REVERSAL
REVOLUTION IN
CONCEPT
UPSIDE DOWN**

BEAUTY STANDARDS COLLECTION



This collection is inspired by the Mursi Tribe, which is known for the tradition of women wearing lip discs during adolescence. They carve their own unique patterns and designs into clay or wooden plates. Traditionally, Mursi women wear large clay discs in their lower lips. In this discussion, I will explore the beauty standards of Mursi women, the struggles they face, and compare them to the beauty standards of women in other cultures.

TECHNIQUES



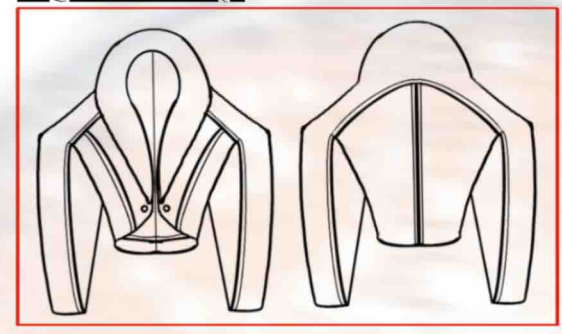
MATERIAL



ACCESSORIES EARRINGS



FLAT PATTERN

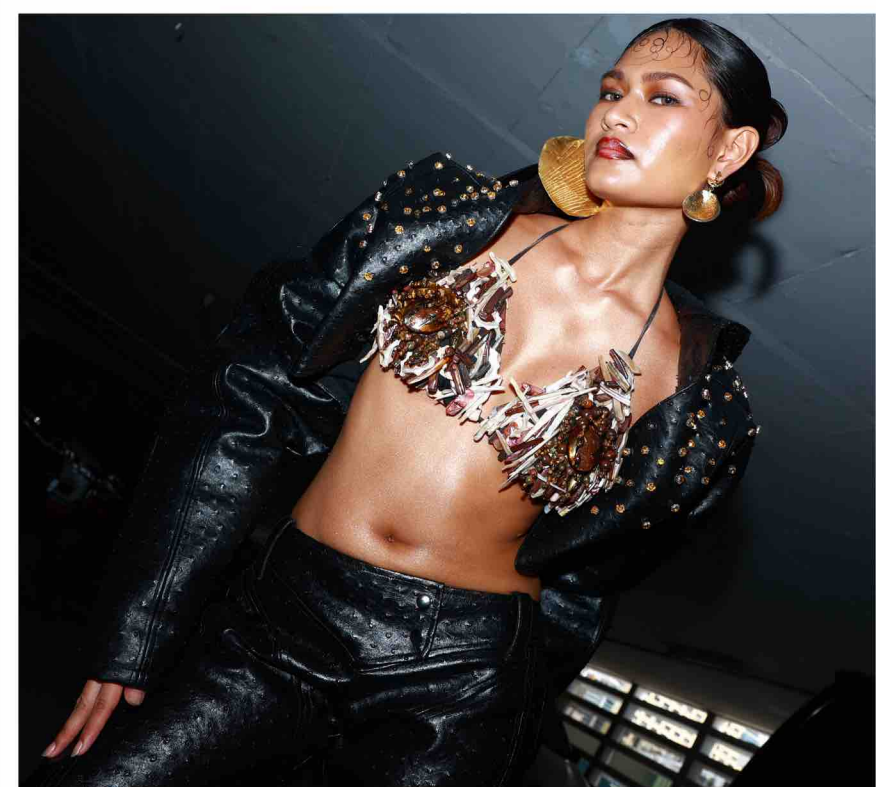
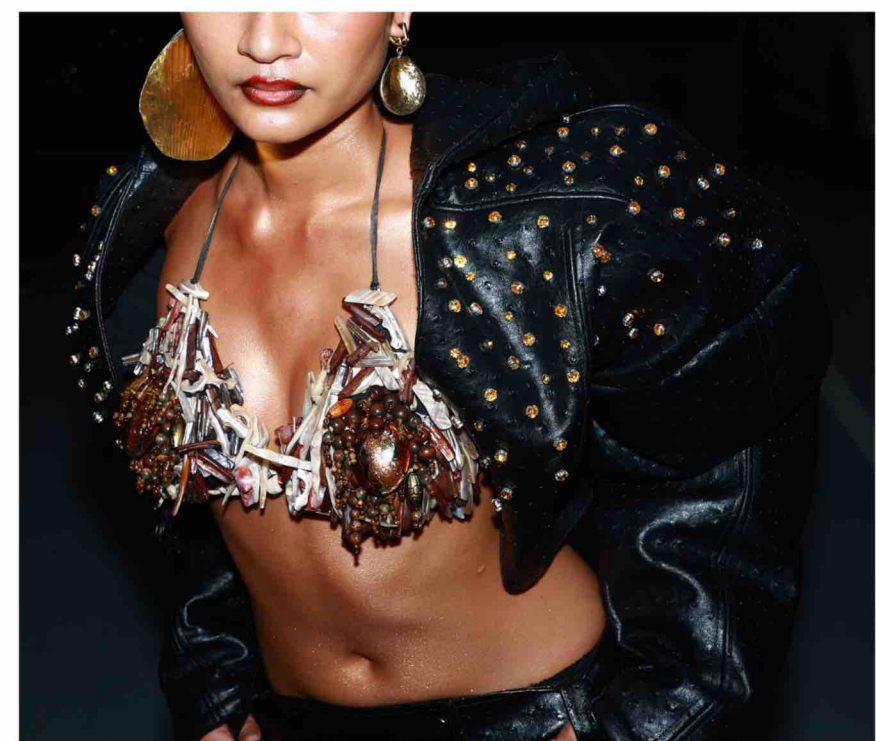


FRONT

BACK

SKETCH





Transform the traditional embroidery techniques and lower lip adornments of the Mursi Tribe into silhouettes and design elements in clothing.

Collection Name : Beauty Standards	Season : ss2024	Look Code : MS-BS1	Size : One Size
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Look1: Lip Disc Legacy	Material : Leather and Beads	Color : Black, Brown, Gold
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ITEM	
 Item : Ostrich Leather Jacket Product Code : BS-MS 108 SR Price : 25,090 baht WS Price : 23,090 baht	 Item : Beads Wood Bra Product Code : BS-MS 202 SR Price : 15,990 baht MS Price : 13,990 bath
 Item : Ostrich Leather Pant Product Code : BS-MS 105 SR Price : 18,900 baht WS Price : 16,900 baht	 Item : Gold Earrings Product Code : BS-MS 405 SR Price : 5,990 bath MS Price : 3,990 bath

Material	Equipment / Details
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 PU Ostrich Leather Code : 088	 Beads Wood Code : 065
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 Big Button Color : Black Size : 2.5 cm.
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Lining

 Composition : 100% Polyester Width : 170cm. (73") Weight : 60 g/m (GSM)

 Snap Buttons Color : Silver Size : 1.5 cm.



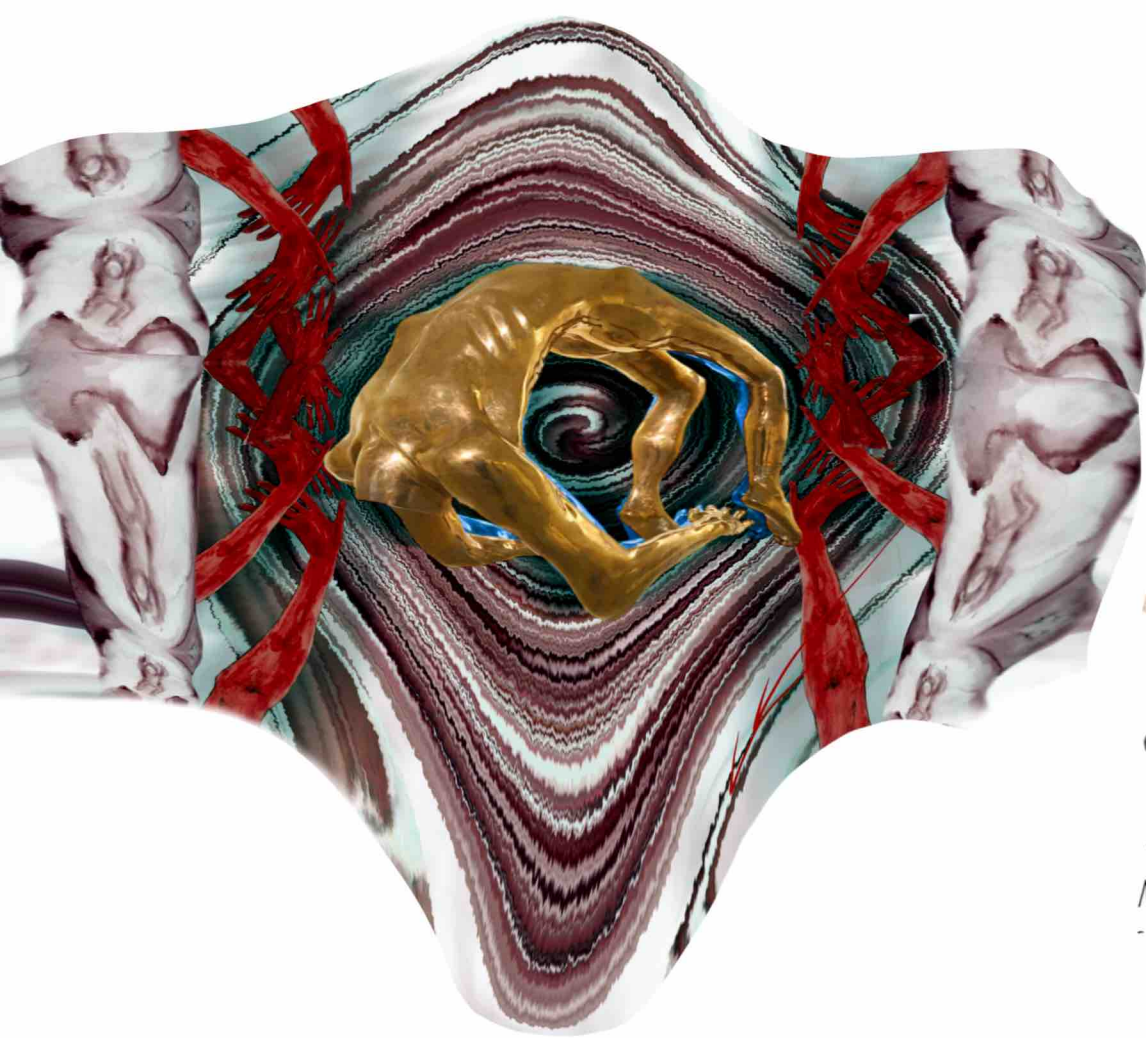
OLUTION

ON

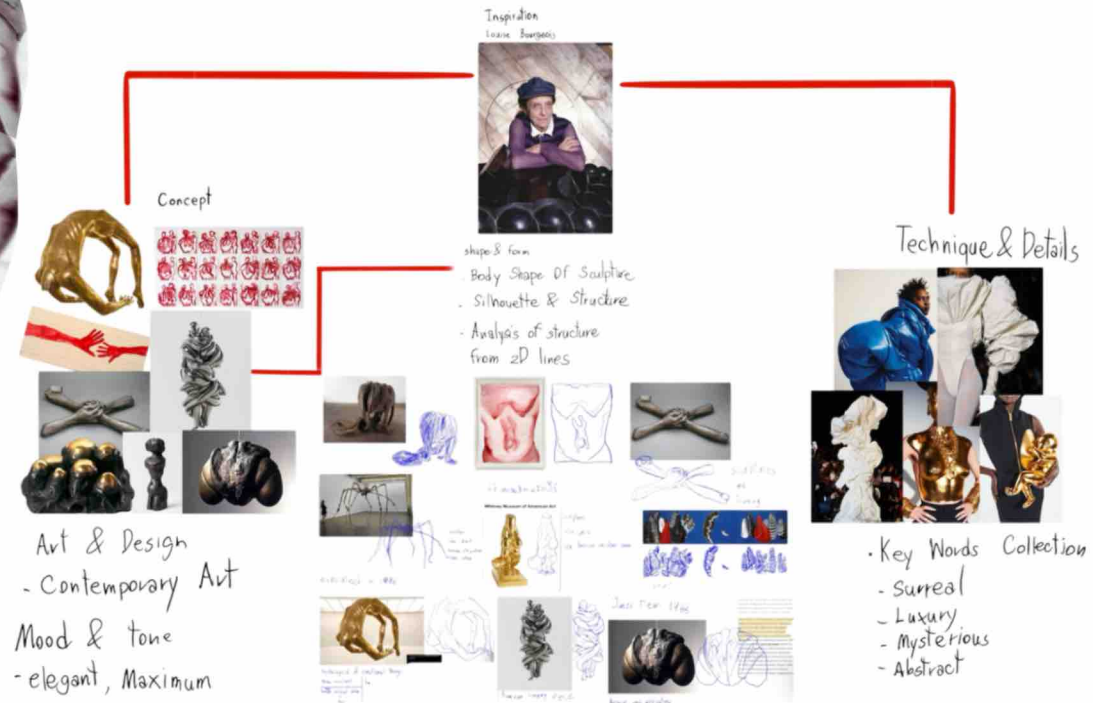


LOUISE BOURGEOIS

COLLECTION



Balloon Diagram



CREATIVE CONSTRUCTION

This collection is inspired by artists who create artwork depicting the bodies of living creatures, such as cats with multiple teats. The inspiration comes from this concept, and the color palette is drawn from their work. This led to the creation of a technique involving folding and using eyelets to connect them, forming a 3D effect.

Whitney Museum of American Art



Nature Study
1984

Sculpture
Color - gold
Mat - bronze on steel base

TECHNIQUE





This led to the creation of a technique involving folding and using eyelets to connect them, forming a 3D effect.

COLLECTION MOOD BOARD



AGING

WRINKLE & GRACE

INSPIRATION

COLORWAYS



MATERIAL



CONCEPT

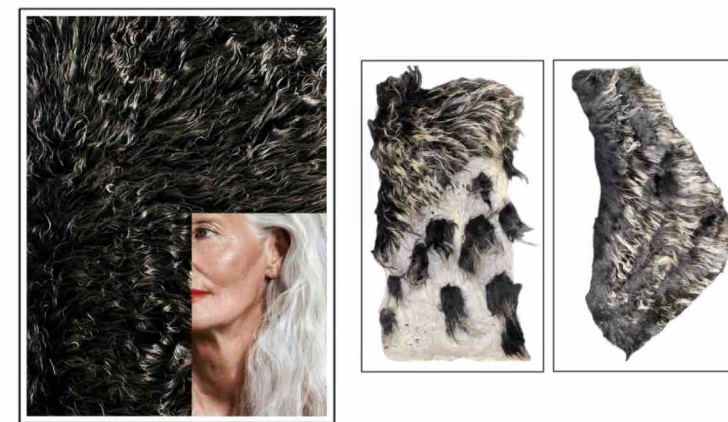
TECHNIQUE



SILHOUETTE

SURFACE

DEVELOPMENT/
TECHNIQUE



LOOK 1



PHOTOSHOOT

LOOK 2



LOOK 3



*Peculiar
Ordinary*



Fash25



*Jacket designed by Dutchblanceman
Skirts designed by Cathresque
Boots designed by Gantou*



*Top designed by Kanyawee
Macrame Skirt designed by Naimicha
Shoes designed by Kanyawee*



Miss Peregrine's Home For Peculiar Children

Story line Main inspiration

The inspiration

Riggs' collection of vintage photographs

Victor drunber

40s era

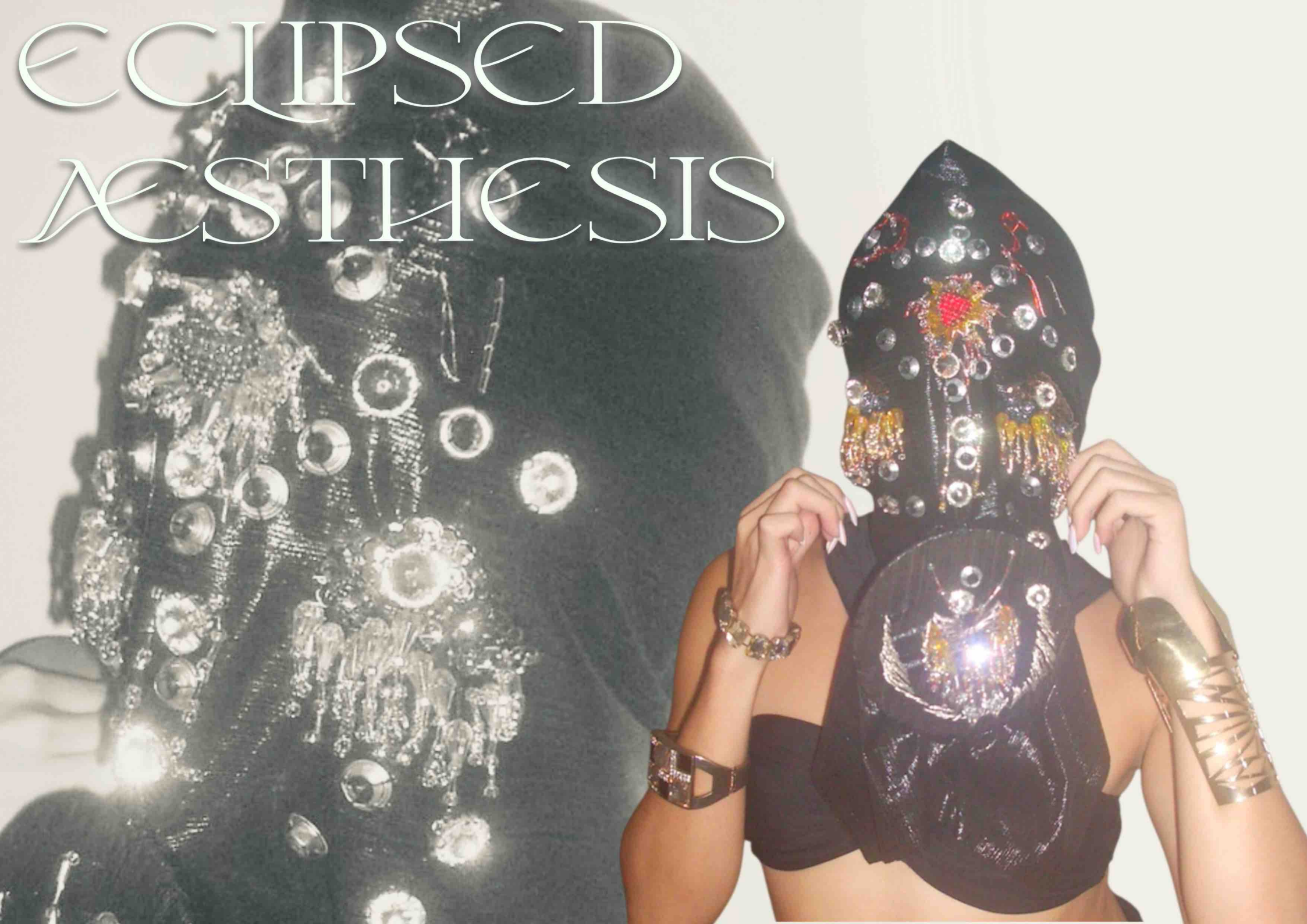
first half of the 1940s due to the impact of the war.

After the war, those fashion stories began intersecting again

- Utility dresses
- padded shoulder
- bright colors and patterns



ECLIPSED AESTHESIS



Handcrafted

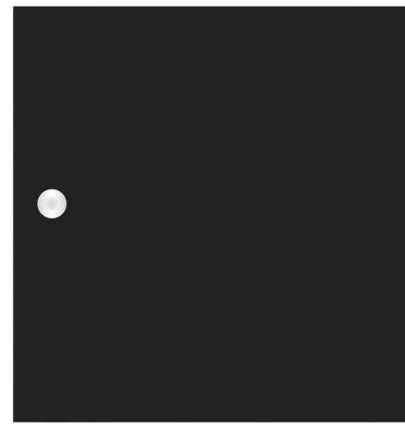
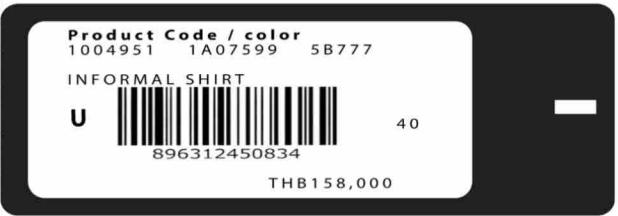


Pendant

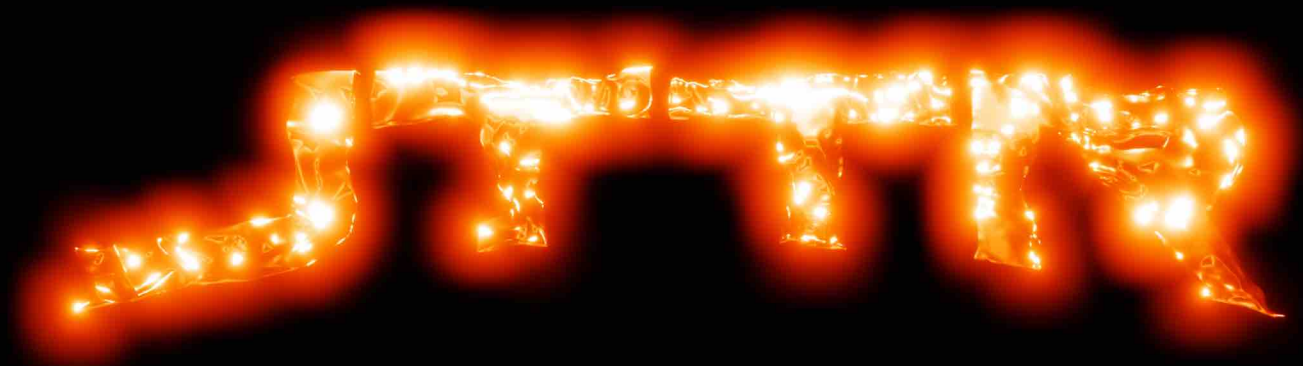


Earrings

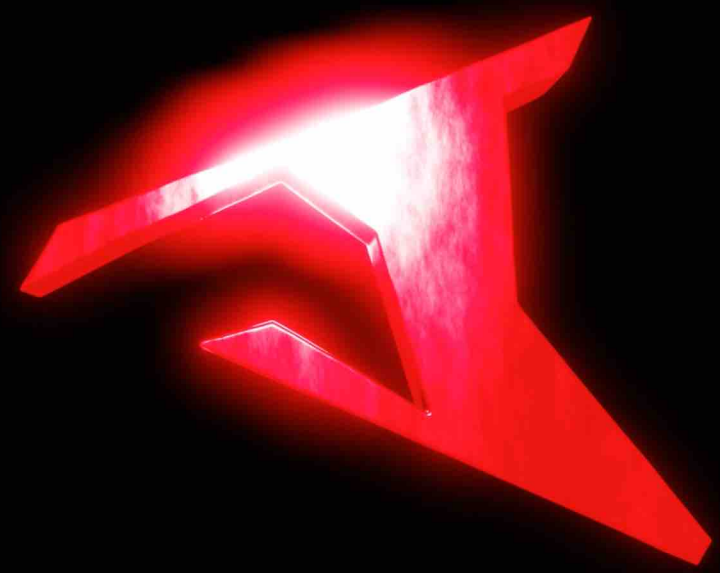
BRAND COLLABORATION



Scan for brandbook



Scan here for video



Scan here for video

LOGO DESIGN (3D)

The logo I created is deeply inspired by myself. I want to incorporate my identity into the logo for my clothing brand, using bold and fiery colors.



CLO 3D

The shirt pattern is inspired by social equality and the inequalities that exist in society.

And the dress on the right showcases a newly designed silhouette and a newly developed pattern.

**I LOOK FORWARD TO THE OPPORTUNITY TO CONTRIBUTE MY SKILLS
AND CREATIVITY TO YOUR TEAM.**

RATTANUN LUENGACHAIPORN