

Pongpitchaya

Chinnaditthananan

Portfolio

Pongpitchaya Chinnaditthananan

phone : +66 946538532

email : augustpongpitchaya@gmail.com

instagram : jaagustt



Education

2022-2026 College Of Creative Industry (CCI)
B.A Fashion Textile and Accessory
Srinakarinwirot University
GPA. 3.89

2018-2020 High School
Suankularb Wittayalai Nonthaburi

Experience

2026 Jan - 2026 Jun

Led Art Direction and Creative Direction
of Thesis Graduate show and Exhibition
“What E ver Next?”

2025 Aug - 2025 Dec

Internship program - Dry Clean Only
Assisted the design team in researching and developing
mood boards, color palettes, and concept directions.

2025 Jul - 2025 Aug

Internship program - ADI STUDIO
Assisted the design team in researching and developing
mood boards, color palettes, and concept directions.

2024 Oct - 2024 Nov

ccurious.co market
art direction team

Skill

Technical Skill

- crochet and knitting skill
- collection development
- clothing pattern making
- sketching
- accessories design

Soft Skill

- communication in English
- Committed and methodical
- an easy-going person
- project management
- time management

Software Skill

- Adobe Photoshop
- Adobe illustration
- Procreate

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rule No.0

Thesis
Graduate

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The Dream Synopsis

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Drama Is Fun

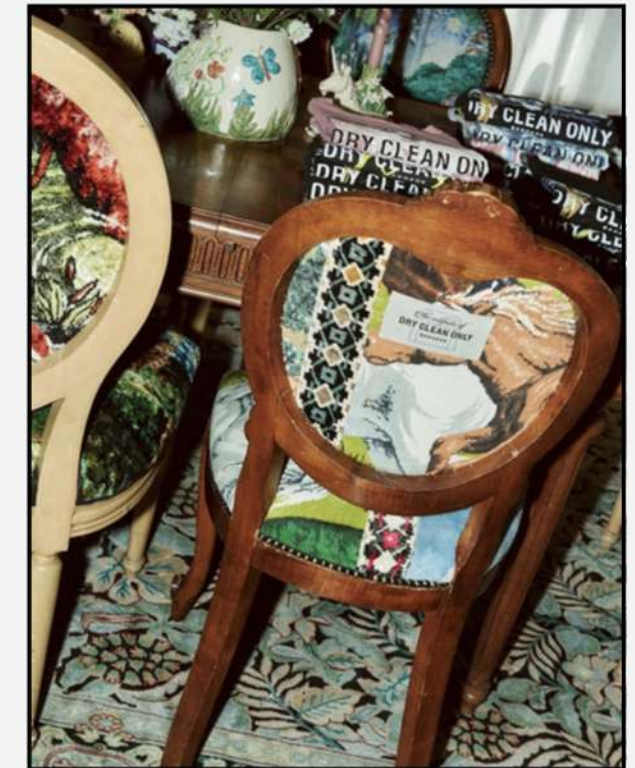
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ADI STUDIO

Internship
project

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Dry Clean Only

Internship
project

THESIS GRADUATE PROJECT

Auche F.



Auche J. is a storytelling fashion brand rooted in the shared human experience. By seamlessly blending culture, emotion, and meticulous craftsmanship, we create pieces that resonate with the feelings connecting us all. Free from the constraints of fleeting trends, our designs focus entirely on what feels right in the moment—offering a distinct visual language to express your authentic self.

Auche J.





No.0

The collection explore how time transforms identity, this collection merges the distinctive spirits of the 1960s and 1970s. It reflects a profound transition: one era racing toward the future, the other returning to nature. This historical dialogue directly parallels my own ten-year evolution from age ten to twenty—a personal shift from restless curiosity to grounded self-expression. Infused with these intimate memories, the collection offers a unique visual language where past eras and personal stories converge into a harmonious, forward-looking design ethos.

The look showcases a bold interplay of textures, blending archival-inspired leather boot-cuts with structural knitwear and ethereal sheer fabrics. By contrasting the weight of the leather and wool with the lightness of the see-through elements, the design achieves a cohesive aesthetic that is both conflicting and harmonious, echoing the collection's core theme of transformation."





process



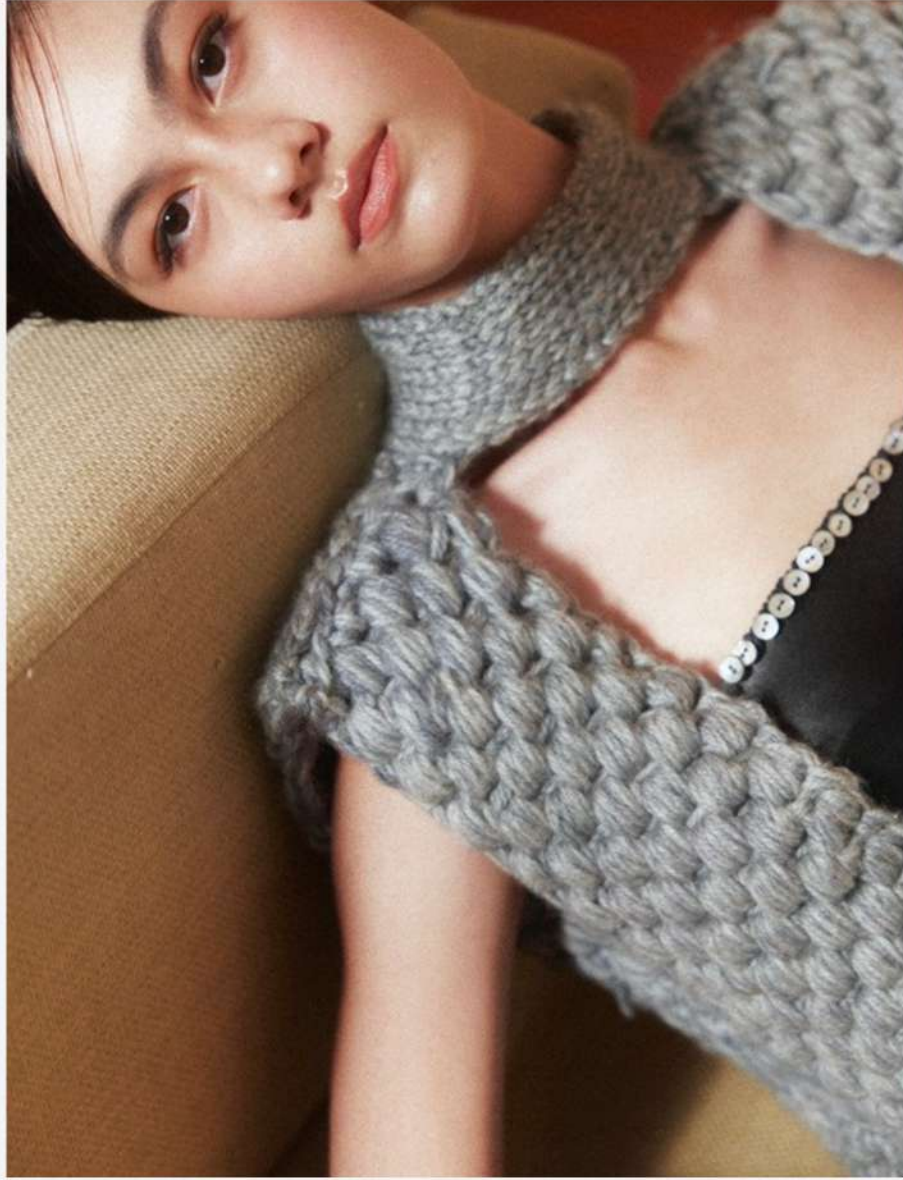




A harmonious fusion of silk plumes and artisanal leather. This piece explores liberation through feather-inspired silk textures and elongated leather strip detailing. The stripes are hand-constructed using patchwork techniques, replacing industrial prints with high-craft materiality.

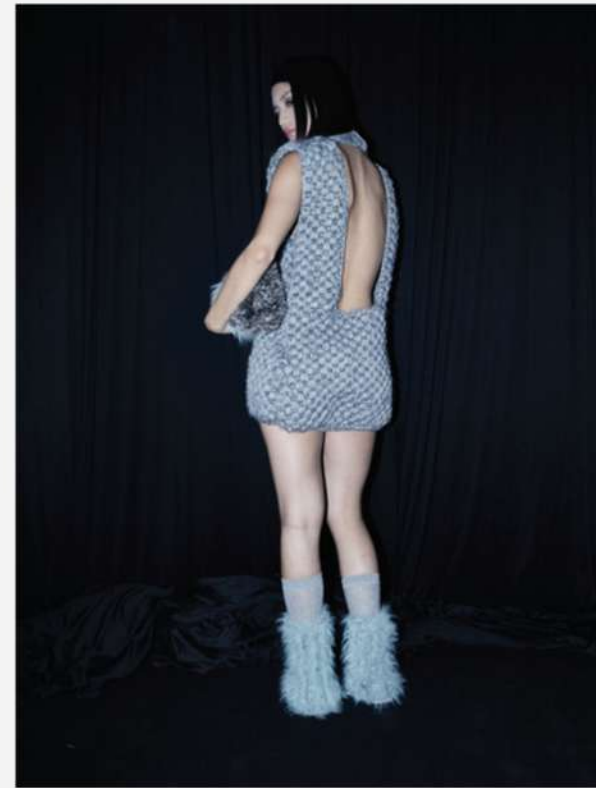






Inspired by the 1960s mini paper dress, this piece reinterprets the era's aesthetic through a material transformation. It replaces industrial printing with a labor-intensive, 16-ply wool blend knitting technique, creating embossed circular textures that pay homage to the iconic polka dot motif.







A contemporary take on the 1960s paper dress, this ensemble utilizes a heavy 4-ply silk blend to provide structure and weight. The gradient palette, transitioning from muted to vibrant, symbolizes the journey of an era, while intentional distressing adds a vintage aesthetic that bridges the gap between the past and the present.



Inspired by the 1970s ethos, this look features an aqua-toned cropped coat that symbolizes peace and invigoration. The overlapping collar detail acts as a visual bridge between the 1960s and 70s, reflecting the collection's core concept of time transformation. This is complemented by a geometric knit mini dress, merging the structural aesthetics of the past with a modern-day sensibility.





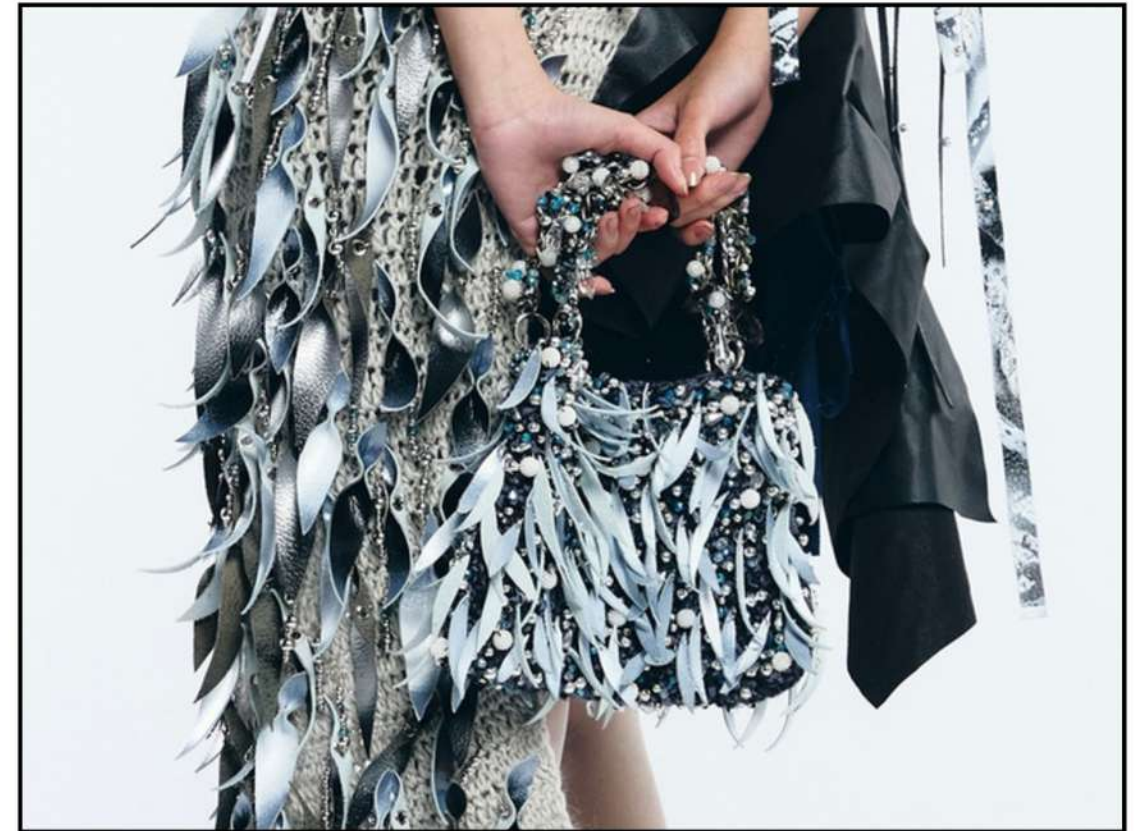
THE FREEDOM SYNOPSIS



The collection inspired by a lucid dream, which can't tell if it's real, a state that we can find true freedom but still can tell that it's fake.

This is translated into design through multiple layers of spray-painted lace over leather, forming a deceptive visual pattern. The integration of silver metallics adds reflective surfaces and light play, delivering a disorienting, illusory effect that mirrors a lucid dream. The collection interprets feather silhouettes to symbolize freedom, utilizing wool yarn to recreate the soft, tactile sensation of a bird.





Accessory



Design



DRAMA IS FUN







BOTFW

2024

A
Sequel's

Wanna
play



MORE?

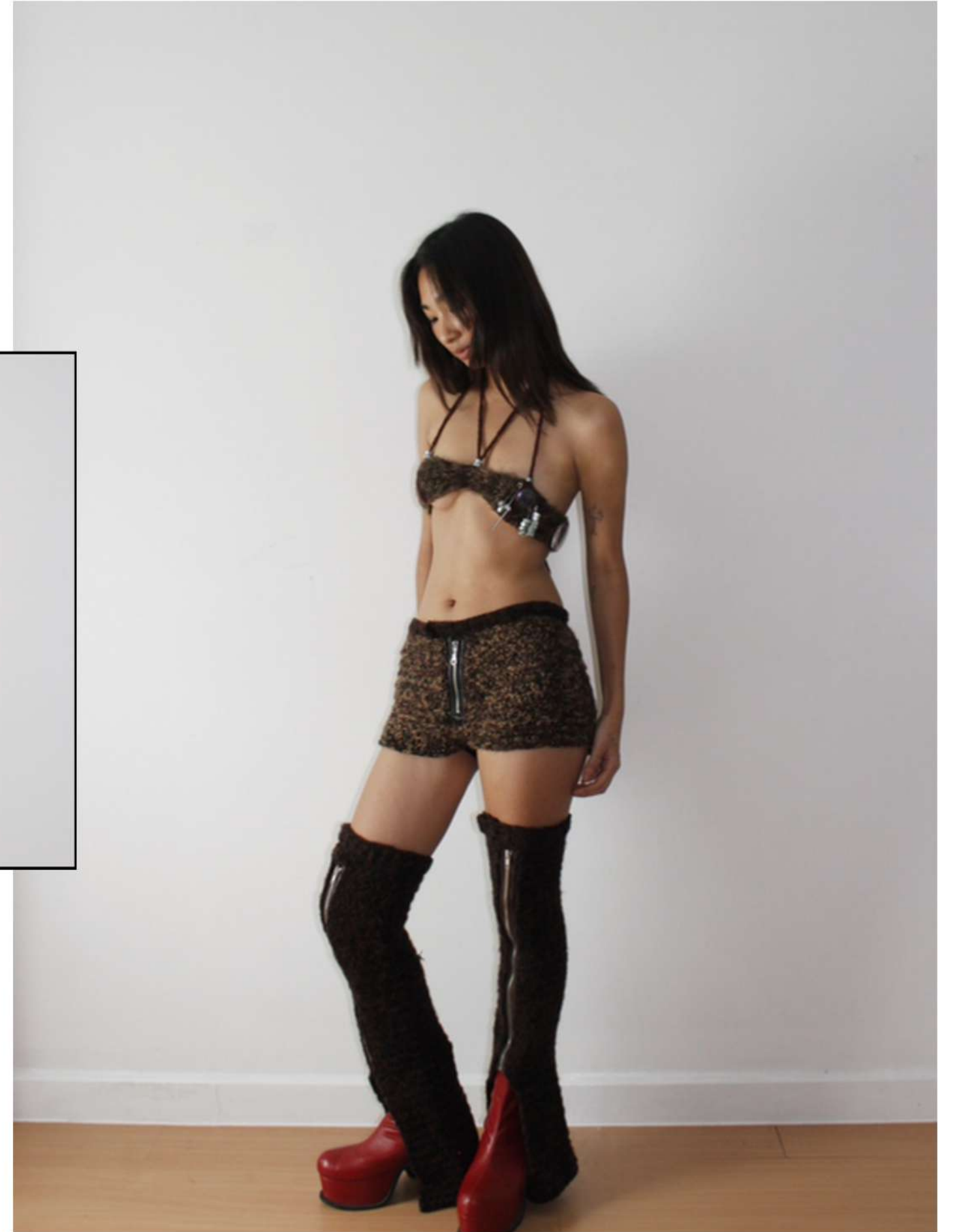






ADI STUDIO
INTERNSHIP KNITWEAR PROJECT





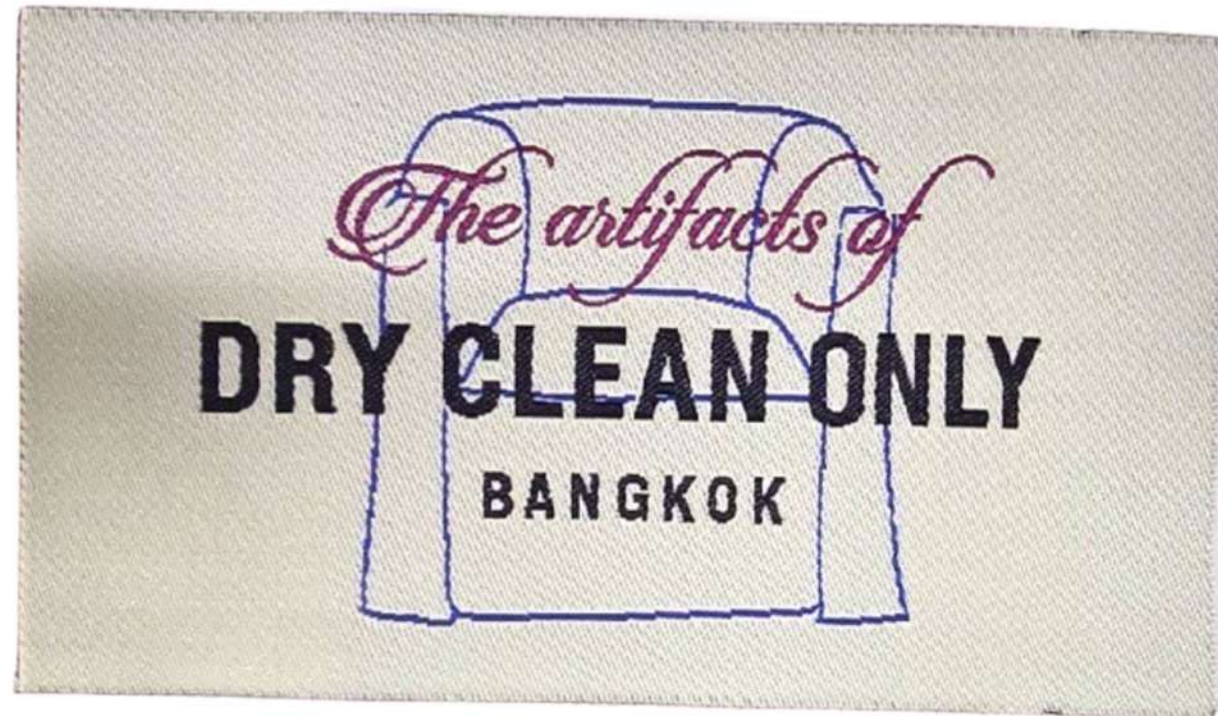




knit leg warmer



DRY CLEAN ONLY
INTERNSHIP PROJECT



designed furniture line label tag





assistant stylist



assistant videographer





assistant
designer
#SilkFestival2025



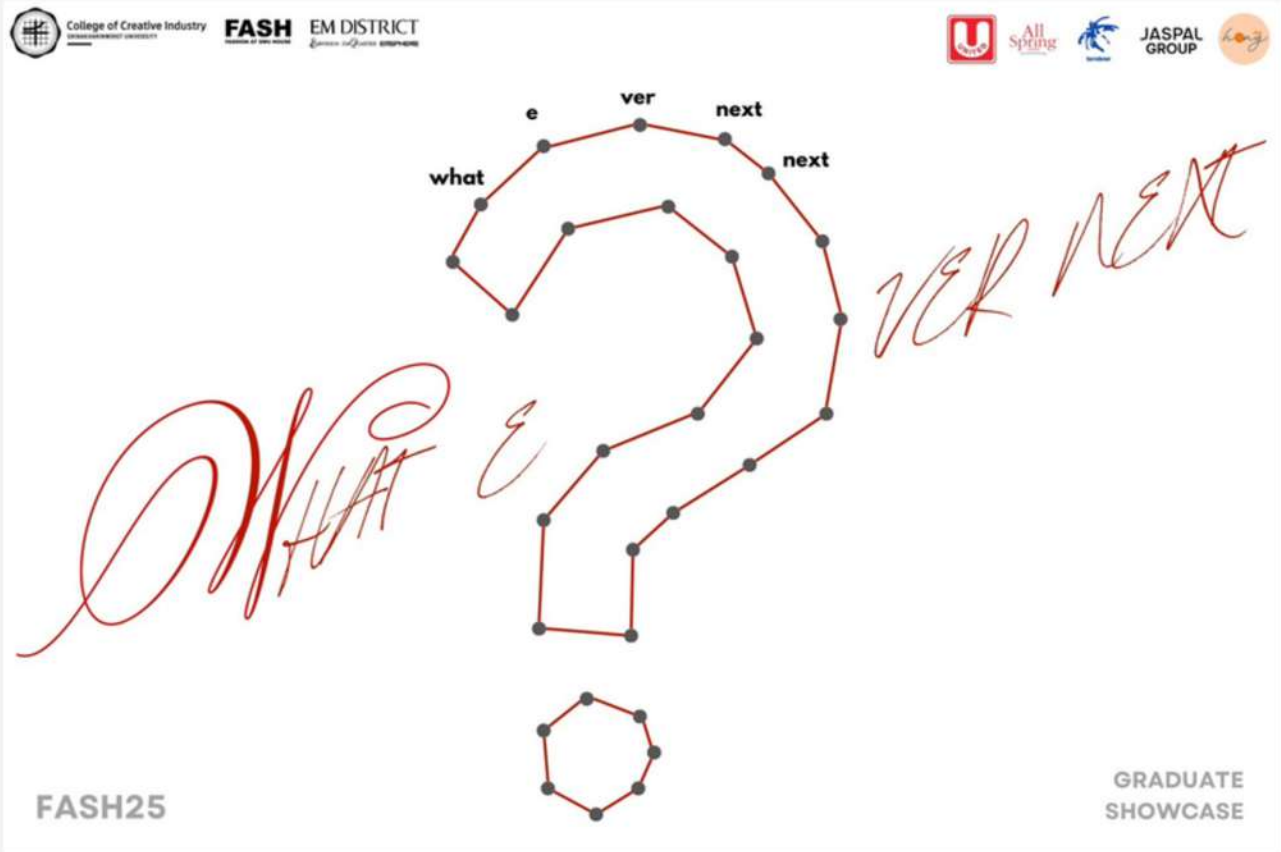


assistant
designer



Led Art Direction and Creative Direction of Thesis Graduate show and Exhibition "What E ver Next?"

Back Drop



Digital Poster



**I'm looking forward to gaining valuable experience
and pushing creative boundaries with your team.**