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The Implementation of Database Project :The Study of Design Process for Contemporary Menswear (Thai Fabric)

โครงการสร้างฐานข้อมูลการศึกษากระบวนการออกแบบเสื้อผ้าบุรุษร่วมสมัย (ผ้าไทย)

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บทคัดย่อ

การศึกษากระบวนการออกแบบเสื้อผ้าบุรุษร่วมสมัย (ผ้าไทย) เป็นผลงานที่เกิดขึ้นจากการศึกษารวบรวมฐานข้อมูลและทดลองใน โครงการศึกษาการออกแบบเครื่องนุ่งห่มสุภาพบุรุษผ้าไทย ที่ได้รับงบประมาณแผ่นดิน ปี พ.ศ. 2550 จากโครงการบริการวิชาการแก่ชุมชน ในส่วนโครงการจัดตั้งศูนย์การศึกษาพัฒนาแฟชั่นและอัญมณี แห่งมหาวิทยาลัยศรีนครินทรวิโรฒ เป็นการพัฒนาลวดลายไทยเพื่อการออกแบบเครื่องแต่งกายสุภาพบุรุษจากผ้าไทย ให้ดูสากลและร่วมสมัย เพื่อเป็นต้นแบบเสื้อผ้าสุภาพบุรุษที่ใช้ผ้าไทย โดยเน้นไปที่ผ้าไหมพื้น และฝ้ายทอมือ ใช้กระบวนการออกแบบรูปแบบรี้อ (Deconstruction) ลวดลายไทยพิมพ์ใหม่ ในรูปแบบเสื้อผ้าแบบ มินิมอลลิสม์ (Minimalism)

Abstract

The study of design process for contemporary menswear (Thai fabric) is the work resulted from studying, gathering and experiment of database under the project to study the design of Thai fabric menswear funded by 2007 fiscal year budget. The budget is from the community technical service in the part of establishment of centre for implementation and development of fashion and jewelry project of Srinakarinwiroj University. It is the development of pattern for the design of menswear made of Thai fabric to make it looks universal and contemporary and to be the prototype of Thai fabric menswear. It emphasized on local silk and hand-woven cotton fabrics. The design is of deconstruction process, new Thai pattern printing in the form of minimalism.

Introduction

One of the problems and hindrances in designing fashion for Thai fabric clothing is insufficient investment in research and development. This limited the capacity to produce new style of clothing, especially the research in development of quality and pattern variety, lack of expertise specialists such as designers. The vital strategy to adapt the condition of competitiveness should emphasize on advantageous goods such as ones with technique and design, not the cheaper ones. It should stress on value -

added goods, creation of brand and promotion of merchandises made from silk fabric (Office of Export Promotion, Department of Export Promotion. 2004)

Thai clothing industrial goods is rated as the high level of export industry and must be developed in many aspects to solve the above problems and hindrances. We should realize such problems which one part is lacking of designers to develop the pattern. We must efficiently link clothing producers to the raw material (Thai fabric) producers. In 2005, the project to establish

the centre to study and develop fashion had built up database to study problems on clothing design (Thai fabric) for export. It emphasized on the fabric design for women. The study revealed that the problem of Thai fabric design for Thai clothing industry was lacking of connection strength from the top to the bottom. Designing and making fabric were not jointly done to comply with designing and making clothing. This limited the pattern of clothing in both selection of raw material and designing. For such reason development of Thai fabric clothing pattern was slower than clothing made from others fabrics. Besides, it did not meet the requirement of consumers. The study also found that the ready to wear Thai fabric clothing in the market the patterns were not up to date, less selection choices and the patterns were not suit females aged less than 30 years. It caused the feeling of deliberative and old, could be used only on special occasions and socialized fairs. People opted to use Thai fabric with most natural character such as cotton fabric, silk with independent patterns, not the old Thai geographical patterns, soft tone and natural colors. All the problems caused by lacking of Thai fabric clothing designers, no connection between industrial systems including lack of systemized design process. Problems in Thai fabric industry can be concluded in two parts.

1. Problem on raw material (Problem on fabric pattern)

Designers and entrepreneurs concluded that they received well support from government agencies. The standing point was competitiveness with foreign rivals, especially the fabric quality. For problems on design and pattern, Thai pattern should be technically developed. Designers of Thai fabric pattern are lack of knowledge because most of weavers or skill labors were short of coordination and same understanding with designers. Designing Thai fabric patterns, the

designers should understand two groups of customers. The group who loved the art of skilled labor pattern and the contemporary group who loved fabric with applied pattern, regardless of the production. It is necessary to divide these customers to employ design patterns to meet production characters of both groups. It is also necessary to obtain data on the trend of the world fashion. Build the up to date patterns as the uniqueness but employ the original production process which is the local skilled weavers. Together, bring in technology to help management of production. Government agencies should promote Thai fabric in protection the copyright and intellectual property right for pattern works.

2. Problem on Thai fabric clothing pattern design

From the study, most of designers concluded that there were lack of connections from the top to the bottom and coordination was not strong enough. Designing and making fabric were not faintly done to comply with designing and making clothing. Designers opted to use less Thai fabric. The fabric (raw material) was short of variety. The fabric should be adapted to international quality but must not loose its Thai original. This is to be able to combine along with other fabrics. Yet Thai fabric is lack of production quality in the way of continuity and reproduction to control the tone (color) and touching surface to be the same.

It can be summed up that Thai fabric should be blended with other fabrics to make it looks not too intensively but casually. It is not necessary that the top is silk and the lower must also be silk but can be worn with modern clothing. This may make the teens able to approach it more easily, by taking it to change the pattern or fabric material. Clothing should also be changed in patterns or stripes with new innovation from original art skills. It must have distinct design and the reference to the data of world fashion.

The aforementioned study is only the study of the process for clothing design for women. There is still no tangible study of process for clothing design for men from the research and creative process. Anyhow, design process from this study can be extended to cope with the study of design process for contemporary Thai fabric menswear.

Aims of the Research

1. To study the design process for contemporary Thai fabric menswear.
2. To create expertise for Thai fabric clothing industry and the project to establish fashion design development centre.
3. To be used in the education of fashion design.

Material and Method (used in the research)

Strategic Goal

Receiving guidelines to solve problems and to develop small entrepreneurs and designers of Thai fabric menswear for study and received the process of Thai fabric menswear.

Targets of Outfit, Outcome and Indicator

1. Received sample patterns of Thai fabric menswear product from the process of study and design experiment.
2. Received fundamental data of the process of Thai fabric menswear design.
3. Received guidelines and process of the Thai fabric menswear design.

Strategy of the Research

1. Activities: Travelling to collect data, material, design problems (of Thai fabric) at all four regions of Thailand. Operating design and experiment of making Thai fabric menswear.
2. Method of Expertise Creation: Study data from documents, interviews, research and experiments.
3. Require Technology: Acquired the process of design and production of the Thai

fabric menswear.

4. Knowledge Propagation Activities: Given consultation patterns of Thai fabric menswear in form of exhibition in the BIFW 2008 fashion show

Results and Discussion (Including Experiment Results)

The ready to wear Thai fabric menswear available in the Thai market at present are not up to date in patterns, less options for selection and the patterns do not suit men under 30 years. When wearing they cause the feeling of intensive and looking old. Being worn only on special occasions and socialized fairs. To solve the problem one should opt for Thai fabric with character closest to the nature such as cotton fabric, independent patterns and of no geographical shapes like the originals. International patterns should be created for the better.

Define the collections from the world fashion trend, inspiration, general trend, story, sense, surface and texture of material. Inspiration for Autumn – Winter / Spring – Summer 2008 – 2009 has concluded the story of Thai fabric menswear design of age between 25 – 35 by specifying colors and materials in the collections. The conclusion was made from questionnaires and the fashion trend Spring – Summer 2008 – 2009. The main colors selected are black, white, grey, yellow and also shown the differences of concentration on the different surfaces of clothes.

Defining the collections from Thai patterns, development to be made internationally is by decreasing their delicacies.

Specify colors in the nature character and to favor Thai cotton fabric of independent patterns with no geographical pattern of original. Using cotton fabric and silk with color and material groups as following:

1. Thai Fabric Group
 - Surin Silk
 - Mae Fah Lusng Group Silk

- Ban Saeng Ta Cotton Fabric

- Studio Naew Nah Silk

2. Other Fabric Groups

- Satin Silk

- Printed Silk (by creating printing patterns from original to be more simple)

Process of Thai fabric menswear designs can be concluded as followings:

- Accept Situation: Preparation of work readiness, study and gather data

- Study and Gather Inspiration (Research Direction)

Analysis by researching data, world fashion trend, materials, colors, patterns and narratives

- Study and Research Design Direction (Research Direction) Define method to specify main purpose of design (summer), define and set purpose of clothing design (Thai fabric), colors, materials, patterns and stories

- The Design Process

Design: Design from data collection (colors, silhouette, proportion, fabric, texture, sampling and construction)

Selection: Method of comparison and selection of works that highly affects utilities by patterns, selection questionnaires (from questionnaires, designers, teamwork and experts)

- Prototyping Process

Implementation: Method of selection the most suitable model for implementation and to develop the selected one to be complete and yield highest result. Follow up the clothing industry process.

1. Experiment creation of the pattern from the basic design

2. Tailoring with raw fabric, try the coat by model (raw fabric), rectify and summarize

3. Tailoring with real raw material (real fabric), try the coat by model (real fabric)

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