

Title: SUSTHAI NABLE DNA: Aestival Festival Collection

Introduction

Fashion is a timeless form of art. Fashion designers are artists who create works and record traces of history through the form of clothing (Wong, 2014). From an interview information with Dr. Suwit Maysinsee (2016), Minister of the Prime Minister's Office, regarding the government policy about Thailand 4.0, which is a model to drive Thailand towards stability, wealth and sustainability. It consists of 3 important pillars: 1) Education pillar, 2) Science and technology pillar, and 3) Cultural pillar. For the pillar of culture, Creative, Culture & High Value Service industries will focus on the development of three key components: 1) Creative People, 2) Creative Product, and 3) Creative Place, including Thai Cultural DNA. The meaning of cultural DNA comes from two fields, which are organizational field and biological field (Lee, 2017). In part of organizational management, the origin of concept comes from the organizational culture, which each organization will have a different culture. It is like each continent or region of the world with cultural differences. From the cultural difference, it affects humans in each psychological region and results in different business and organizational perspectives (Bains, 2015). In another part, DNA serves to pass the genetic code into an organism from generation to generation. Comparing cultural DNA is like transferring cultural information from generation to generation in a form of meme, which is to forward information. It is called cultural information from person to person by imitating in the form of memes. It will lead to the next cultural evolution (Dawkins, 1976). It can be concluded that cultural DNA is like cultural identity, which can be passed on from generation to generation and vary by country. Sasin School of Management, Chulalongkorn University and Kellogg School of Management, Northwestern University have studied that "Thai Cultural DNA" consists of 5 Fs: 1) Fun, 2) Flexible, 3) Friendly, 4) Flavouring, and 5) Fulfilling. The 5 Fs DNA are led to the 5 F Model: 1) Fighting 2) Festivals 3) Foods 4) Fashions and 5) Films, Animation & Games. It can be seen that Thai cultural DNA is the main concept of fashion design for music festivals is in line with government policy. The interview information from fashion experts can be defined as the fashion styles in accordance with 5 Thai cultural DNA as the below table.

Thai Cultural DNA	Fashion Style	Sustainable Fashion Concept
Fun	Rave	Upcycling
Flexible	Multifunctional	Multifunctional

		clothing
Friendly	Hippie	Use ecological materials
Flavouring	Rockabilly	Reclaim & Re-use waste materials
Fulfilling	Outdoorsy	Reduce (Energy)

For this reason, we came up with ideas to design womenswear for music festivals through Thai cultural DNA is a collection topic. Using Thai cultural DNA concept to be 5 key design ideas corresponding to 5 fashion styles, obtained from interviews with fashion experts.

Principles / Concept

1. Thai cultural DNA concept
2. Sustainability in Fashion
3. Transcultural theory

Process / Methodology

1. Analysing related concepts and theories
2. Collecting information from experts
3. Collecting consumer information
4. Creating prototypes and research conclusions

Materials and Techniques

Various fabrics and materials used in garments.

Results / Conclusion

Obtaining an approach to design womenswear for music festivals by using Thai cultural DNA concept. It corresponds to 5 fashion styles to create 5 womenswear outfits in this collection.

References

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