

about T³

Thai Tex(tile) Trend (T³), a Thai Textile Development Project, is a group of manufacturers who share the same goal of enhancing their capacity in designing, producing and marketing.

Under artistic directions of Mr. Marcello Massarente from Mitor Textile Consultancy Services, Italy, T³ offers a new trend of three themes for Spring - Summer 2005 - Opposite Contrast, Feeling Positive and Energetic.

This project is organized by the Department of Export Promotion (DEP) of the Ministry of Commerce, under the Royal Thai Government and participated by fifteen Thai textile companies. We hope you will find these themes an extensive source of inspirations.

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Department of Export Promotion
Ministry of Commerce

SPRING SUMMER 2005



THAI TEX TREND
2005



classic and casual, abstract and real, colour and no colour, graphic and linear, natural and technological, traditional and innovative, balance between glamorous and casual, male and female, clear and opaque, classic and contemporary, structured and linear

Inspired by the shades of yoghurt and cream, consisting of relaxed, faded colours that suggest "tamed intensity." The other is a palette of very intense hues that range from the deepest blues through the artificial greens to the very technical new dark shades, all underscored by black and white.

Not only do the two palettes co-exist in a contrasting fashion yet albeit chiquely compatible, the play between a formal and a more relaxed style further clashes strongly between technical and natural elements. Final appearances cover from paper to crepe, matte, wrinkled to patchwork and gauzes.

Stellar players range from cotton, linen, hemp, silk, wool, polyester, nylon, lycra, viscose, metals, steel, copper to brass and even plastic.

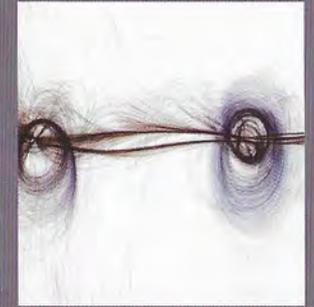
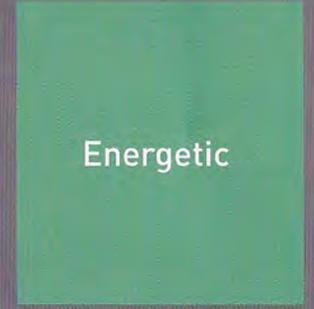
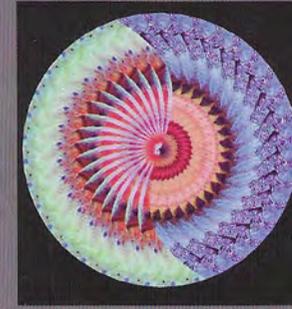


comfort, classic, solid, easy, intellectual, essence, freshness, quality, detail, sensibility, adolescent, flair, happiness, gratify, cosset, seasonal mix, tranquillity, calm, sensual, imperfect, delicate, basic form, positive, lasting, aristocratic, intimate, fluid, gratify and personal satisfaction

Lively pastels and fragrant tones dictate positivity and inner peace. Soft, flowing lines with an adolescent intimacy link to casual, easy demeanour and relaxed looks of teenagers, with their little imperfections that become stylish accents.

A very fresh look with an easy image that is both relaxed and elegant conveys a deep meaning to not only style but life itself. The light and airy feel insinuates one's inner self. Imperfection interpolate with gratification. This is a new message of intellectual integrity and a new attitude towards shopping.

Silk, linens and linen mixes, viscose, polyesters shine with tone-on-tone, light floral jacquards, micro embossing, soft line satin, washed satin, knitted effects and many more.



mixed colours, avant guard, rock, dynamic, innovation, unreal, ergonomic, new images, surreal, fantasy, comfort, multicoloured, digital sport, laser and synthetic, space effects, neon-coloured, laminated metallic touches, laser and synthetic

Digital art and synthetic nature, the present-day reworked and reinterpreted in an abstract key. The theme is governed by artificial, surreal and euphoric colours, together with active sports and their reappearance in new contexts such as sport couture and digital-age style.

The colours move through a palette of very graphic and intense shades ranging from electrifying acid green to the deepest shadowy blues. Sharp, intense violets, artificial tones, digital yellows and reds dominate the theme. Geometric figures on stretch fabrics give the human shape a surreally digital look.

Polyester, nylon, super bright viscose fabrics, lamé and stretch cotton invite countless effects; pleated, space, optical laser, neon-coloured, metal coating.