

Direction for Creating Fashion and Lifestyle Brands for the “Mini Bar” Market:
The Creation of a Ready-to-Wear Brand for the “Mini Fashion Bar”
Market in Thailand*

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Abstract

Nowadays (2017), the fashion market in Thailand has become highly concentrated, due to the limited size of the marketplace and the increasing number of players. This research aims to introduce a establish guidelines for the Thai mini bar market. Studies and research were conducted to obtained primary and secondary data on the original “mini fashion bar” business model of PIMKIE a French fashion brand and on the Thai regional architecture, painting, and handicraft. Other factors such as sales of products in boutique hotels, fashion marketing, fashion trends, and sample products from Thai competitor brands, were also analyzed. Qualitative research was conducted on marketplace using observation, recording, and in-depth interviews with boutique hotel owners, product management professionals, fashion industry experts, and fashion designers. In addition, quantitative research was conducted using consumer interviews to identify a target group and their preference on fashion and lifestyle products. Findings suggest that the target group for the “mini fashion bar” is smart and elegant women aged 36-49. They are interested in mini fashion bar products priced from 1,000-5,000 baht. An important characteristic of the “mini fashion bar” system is the classifications of basic wear and signature wear which are unique in different hotel locations. The type of attire sold in boutique hotels in Bangkok are Casual Party wear, in

* This research is part of the Creative Arts Major, Doctor of Fine and Applied Arts, Faculty of Fine and Applied Arts, Chulalongkorn University, supported by the 90th Anniversary of Chulalongkorn University Fund.

วิจัยนี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปกรรมศาสตรดุษฎีบัณฑิต สาขาอนุมัติศิลป์ คณะศิลปกรรมศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย โดยได้รับการสนับสนุนจาก ทุน 90 ปีจุฬาลงกรณ์มหาวิทยาลัย

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downtown areas Casual Business wear, and in touristic areas Resort wear. The “mini fashion bar” products are designed to be easily packable for traveling and adaptable to any personal style. Factors that attribute to the design are silhouettes, technical details, colors, and materials, which are unique in different regions in Thailand. In order to achieve “mini fashion bar” product prototypes that are most suitable for the target group, EDFR or Ethnographic Delphi Futures Research was performed by a committee of professionals and research evaluation was obtained from the target group.

Keywords: Fashion brand, design, mini bar market, fashion product management, fashion and lifestyle products, boutique hotels, Thai handicraft identity

Preface

The fashion market in Thailand is comprised of wholesale and retail. Important markets in Thailand include Wang Burapha Market, Khlong Maha Nak Market (Bobae Market), Pratunam Market, Banglamphu Market, and Jatujak Market. Most merchants in these markets have been in business since the old days. For this reason, fashion shops in malls have become an alternative for new brands to be exposed to consumers. However, the limited space in malls is not able to hold up fashion brands which are constantly increasing in number. Also, with the increasing number of house brands, the domestic fashion retail business is currently highly concentrated (Department of Trade Negotiations, 2014: 15). As a result, the “mini fashion bar” business will help generate new sales channels for both new and existing fashion brands. Brand identity can be obtained with utilization of sales system and product design.

Brand Identity is how a brand wants to be perceived by consumers. It is associated with brand image, which is the ways consumers actually perceive the brand. This perception is influenced culture and beliefs. For fashion products, brand identity is extremely important because it allows consumers to distinguish one brand from others.(Patcha Utiswannakul,2011:9)

Ready-to-wear fashion and lifestyle products are comprised of clothes and accessories. These clothes and accessories vary relatively to several factors including consumer gender, age, and usage occasion. They also differ in design, quality, and class, resulting in many classifications of products. In Thailand, ready-to-wear fashion products can be categorized into Local Brands and Imported Brands. The character of a brand is an element that determines its identity and distinction from others. (Rudee Limpiroj, 2013: 21)

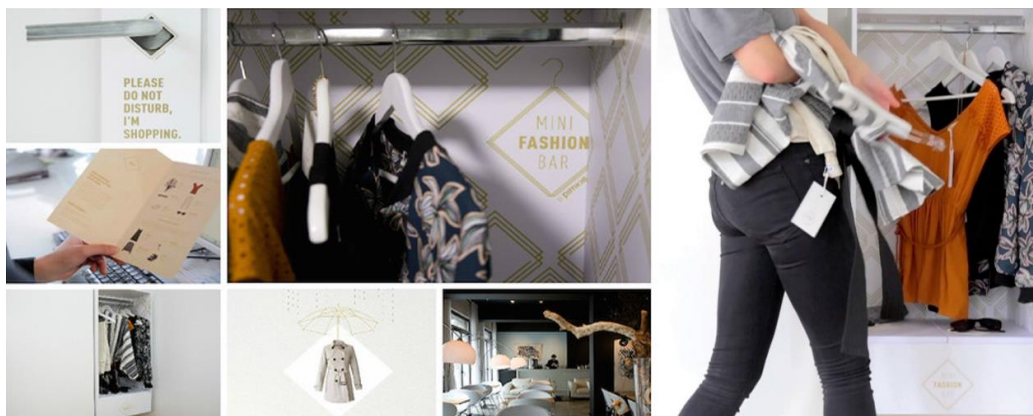
The identity of the “mini fashion bar” system is an important measure for creating products. The researcher has studied the PIMKIE’s original “mini fashion bar” system in order to obtain information useful for the “mini fashion bar” sales in Thailand. Marketing Oops: online, 19 September 2016 published an article about a new sales channel for fashion products in hotel rooms. This channel is called the “mini fashion bar”. It was originated to respond to the fast-paced lifestyle of the new generation, who play an important role in today’s market. PIMKIE has been operating the “mini fashion bar” system in 16 locations in Europe under the concept “The instant solution for your fashion need”. All hotels in which PIMKIE is operating are 5-star and above boutique hotels, located in the cities, close to distribution centers. Tourists can try on fashion products in their hotel rooms or buy products online or from stores. All information regarding products, store address, and purchase procedures is available in the guidebook in the hotel room.

A boutique hotel is a small hotel with no more than 100 rooms, each of which is of medium size. The word ‘boutique’ is French for a small store selling fashionable clothes or accessories. Therefore, a boutique hotel would be unique and different in terms of decoration, environment, staff uniform, and even corporate creativity and innovativeness. (Tossaporn Boonvatcharapai, 2016: 1245) In Thailand, boutique hotels started appearing around 10 years ago in touristic areas in Bangkok such as Sukhumvit, Charoenkrung, and Kaosan. Usually, boutique hotels are classified by their activities. This classification facilitates the creation of advertisements/promotion and sales of products and services in a way that would most directly answer to consumers. In classifying boutique hotels by activities, location is used as one criterion, resulting in three categories including metropolises, provincial areas, and touristic areas. (Greangrai Gosum, 2013: 34, 55-56)

Research on sales management was done via an interview Mr. Michel Bruk, Sales Manager of PIMKIE. According to Mr. Bruk, the Fashion Concierge is responsible for managing fashion products in the “mini fashion bar” system. Some tasks of a Fashion Concierge include providing customers with product information, taking care of products in the hotel rooms and in inventory, and taking care of payments made with the hotel. At a hotel, there are usually about 2-3 Fashion Concierges, who take shifts from 8:00AM-10:00PM. The manager would visit the hotel weekly to check documents and information input into the system. Also, the manager would take care of product storage and accounting. Interested customers can look at the catalogue provided and contact a Fashion Concierge to inquire about size and availability. After purchase, the customer can readily use the product during his or her stay at the hotel. If a customer is not happy with products available at the hotel, a Fashion Concierge would

advise him or her to check out other products on the brand website, and suggest a nearby store for the customer to visit. When checking out, the customer will pay for the fashion products along with other hotel products or services used. The “mini fashion bar” sales ends when the customer makes a payment.

Mr. Bruk elaborated that the PIMKIE minibar collection is comprised of in-store and exclusive products specifically designed to be used by customers during their stay at the hotels. The exclusive products are only sold in hotels and not in stores. Examples of exclusive products include raincoats, coats, jackets, umbrellas, scarves, and hats. A “mini fashion bar” collection is made up of 50% normal products, 30% minibar exclusive products, and 20% accessories. All products sold in hotels are available only in S, M, and L, dissimilar to products in stores which may be available in XS and XL. However, in some collections, items such as coats and jackets might be available in XL. All displayed products in hotels are of size M. If a customer wishes to try on different sizes, he or she can call an internal telephone number to inquire for more information. A collection in the “mini fashion bar” would have no more than 18 items, each of which is of a color chosen from other colors available. If an item is available in more than one colors, samples of other colors can be viewed on the catalogue. In general, products are available in white, grey, and black, and one item would be available in no more than 2-3 colors. In the 50% of the products sold in hotels, which are general items, 35-40% are basic products and 10-15% are fashion products. The fashion products are in unique graphic patterns, special color schemes, or of distinctive materials. The price range of the exclusive products is upscale, and the products are not too extravagant. They would be made of materials suitable for everyday usage. Accessories are basic, value for money, and applicable in every situation. In general, the “mini fashion bar” items are designed based on practicality and modernity.



Original “Mini Fashion Bar” scheme from PIMKIE

Source: www.minifashionbar.com

An issue in creating fashion and lifestyle products for the “mini fashion bar” market in Thailand is the difficulty in determining the different identities in each region of Thailand. Therefore, it was important to study structures, details, colors, and materials in architecture: silhouette, details, colors, and materials in local attire and handicraft: and colors and patterns in painting. Moreover, lifestyle, personality, and taste of the target market would also be studied. All information would be used to determine important elements in designing fashion and lifestyle products for the Thai “mini fashion bar” market, which would be in accordance with the research of Mayrissara Chantararat (2017: 17) which explores the ways in which loincloth’s fabric, colors, patterns, materials, and ways of wearing could be adapted to be sold and imported internationally.

The research topic Direction for creating fashion and lifestyle brands for the “mini bar” market: Creating an identity for the fashion and lifestyle brand for the “mini bar” market in Thailand is about the adaptation of the original “mini fashion bar” system to make it suitable for the Thai ready-to-wear fashion market. Information in three fields has been obtained using studies, surveys, and interviews with experts. The first field is product management in hotels. Minibar product management and sales system, as well as different attributes and requirements for different types of boutique hotels were studied. The study was conducted in order to establish guidelines for collection creation and fashion and lifestyle product sales and management. This study would be incorporated with the second field, fashion product marketing. Finally, the third field is fashion product design. The researcher studied the physical attributes of architecture, handicraft, and painting in the six regions of Thailand, as well as the summer 2018 fashion trends. The overall analysis has been conducted for the creation of fashion and lifestyle products for the “mini fashion bar” market in Thailand. This research topic would create new sales channels for new fashion brands or existing fashion brands wishing to introduce new products to the market. Moreover, it would create an expansion opportunity for the hospitality and tourism industry.

Objectives

1. To determine the identities of the “mini fashion bar” in Thailand
2. To determine an appropriate management style for the “mini fashion bar” market in Thailand
3. To determine product groups in the “mini fashion bar” in Thailand
4. To increase sales channels for fashion businesses in Thailand

Research Scope

1. Product distribution, sales channels, product management, and marketing of the PIMKIE “mini fashion bar” system was studied.
2. Boutique hotels were studied and analyzed in terms of location, special events for customers, and minibar product management.
3. Architecture, handicraft, painting, and attire in each of the six regions – Northern Thailand, Northeastern Thailand, Western Thailand, Central Thailand, Eastern Thailand, and Southern Thailand – were studied.
4. Competitors in the fashion market in Thailand were studied in terms of supplier, pricing, and the Marketing Mix. Psychographics, habit, taste, personality, and buying behavior of the target group was also studied.

Research Process

This research combines quantitative research, qualitative research, and creativity. Two types of data were used; primary data, which was obtained through survey^๗, interviews, and questionnaire, and secondary data, which was obtained through documents, literature, and other related research. All data would lead to directions for the creation of fashion and lifestyle products in the “mini fashion bar” market in Thailand. The research process can be divided into seven steps as follows.

Step 1: The researcher gathered and studied information and research that were related to the following subjects

- 1.1 PIMKIE’s original “mini fashion bar” system
- 1.2 Shops and stores in boutique hotels in Thailand
- 1.3 Characteristics and identities of the six regions of Thailand
- 1.4 Market information, consumers, and target market
- 1.5 Fashion design information and ready-to-wear fashion trends

Step 2: After having studied and gathered all the relevant information, the researcher collected further information by interviewing scholars and experts in the field. The interviews were divided into main subjects and sub-subjects, and were conducted in three steps. In the first step, open-ended questions were asked in order for the interviewees to make suggestions regarding each subject. After that, information received from the first step was analyzed and used to design the questionnaire in the second and third step. The following are the interview topics.

- 2.1 Minibar product management in boutique hotels in Thailand
- 2.2 Fashion and lifestyle product marketing
- 2.3 Fashion and lifestyle product design

Step 3: Information that was obtained from professionals by audio record was used to determine the components of the scheme. The Accumulative Summarization technique was deployed in order to assure validity and reliability of the information.

Step 4: Information about consumers and target market was obtained through questionnaire. The questionnaire was first divided into parts including general information of the respondents, activities done in hotels, minibar product buying behavior, taste and attitude, and interest in fashion. Later, the questionnaire was inspected by professionals and adjusted to receive the highest effectiveness before it was tested with a sample of 40 people from the target market. Afterward, the questionnaire was distributed to 76 respondents; non-probability sampling was used in boutique hotel customers. The boutique hotels were 5-star and above hotels with no more than 40 rooms and highest number of customers in June 2016 according to Agoda.com (popular hotel booking website, awarded the best hotel booking site in 2015). It was found that White Ivory Bed & Breakfast was the most popular hotel among travelers who were interested in boutique hotels during that time, with 76 customers.

Step 5: All information was gathered and analyzed both qualitatively and quantitatively in order to gain conclusion, guidelines, and necessary elements for the creation of the products. The elements of the information are the following.

- 5.1 Identities of fashion and lifestyle products in the “mini fashion bar” market
- 5.2 Fashion and lifestyle product management in boutique hotels
- 5.3 Demographics and psychographics of the target market
- 5.4 Marketing strategies and competitor brands in the minibar market in

Thailand

- 5.5 Directions for creating products in the “mini fashion bar” market in Thailand

Step 6: Information was filtered and used as criteria in planning the design brief. A prototype of a mini fashion bar collection was designed and created.

Step 7: EDFR (Ethnographic Delphi Futures Research) was conducted with a committee of professionals to ascertain the character of the products in order to achieve the most suitable products that can meet the target market’s needs. After having developed and improved the products, the researcher hosted an exhibition to display the original prototype of the “mini fashion bar” product collection. Research evaluation was obtained from the target

group and summarized into recommendations for interested designers and fashion businesses as a final step.

RESEARCH PROCEDURE							
1.LITERATURE REVIEW	MINI BAR MARKET	BOUTIQUE HOTEL BUSINESS	FASHION MARKETING	THAILAND FASHION INDUSTRY	CONSUMER & TARGET GROUP	IDENTITY OF THAI ARTS & HANDICRAFT	FASHION DESIGN SUPPORT
(TOPIC)	1. SELLING SYSTEM 2. ADMINISTRATION & MANAGEMENT 3. MINI FASHION BAR COLLECTION	1. BOUTIQUE HOTEL QUALIFICATION 2. BOUTIQUE HOTEL CLASSIFICATION	1. READY TO WEAR MARKETING 2. FASHION COMPONENT IN MARKET 3. BRAND COMPETITION	1. TREND OF THAILAND FASHION INDUSTRIES. 2. TREND OF THAILAND READY TO WEAR MARKET	1. ATTITUDE IN FASHION PURCHASING. 2. ATTITUDE IN MINI BAR STUFF. 3. TASTE, PERSONALITY & GENERATION	1. THAI IDENTITIES OF ARTS & HANDICRAFT IN NORTHERN, NORTHEASTERN, CENTRE, EASTERN, WESTERN AND SOUTHERN REGION.	1 FASHION TREND OF SPRING SUMMER 2018 2. INSPIRATION OF DESIGN.
2.INTERVIEWS	BOUTIQUE HOTEL SPECIALISTS. -OPENED END -CLOSED END		FASHION MARKETING EXPERTS. -OPENED END -CLOSED END		-	FASHION DESIGN EXPERTS -OPENED END -CLOSED END	
3.TARGET RESEARCH	-		-		1. OBSERVATION SURVEY 2. QUESTIONNAIRE	-	
4.ANALYSIS INFORMATION	1. FASHION MINIBAR MANAGEMENT SYSTEM. 2. QUALIFICATION OF SELLING AREA.		1. COMPETITIVE OF BRAND DIRECTION 2. TREND OF READY TO WEAR MARKET.		1. FASHION ATTITUDE IN MARKET 2. TASTE & PERSONALITY IN FASHION	1. THAI ART & HANDICRAFT DESIGN ELEMENTS & TECHNIQUES. 2. TREND DESIGN SUPPORT 3. INSPIRATION OF DESIGN	
5.RESEARCH MIXED METHOD	MINI FASHION BAR CRITERION		FASHION MARKET REQUIREMENTS		TARGET REQUIREMENTS	DESIGN ELEMENTS	
6.SYNTHESIS PROTOTYPE DESIGN	DESIGN CRITERION DESIGN BRIEF EDFR						
7.COLLECTION DESIGN	MINI FASHION BAR COLLECTION EXHIBITION EVALUATION&CONCLUSION						

Table of Research Process

Source: Researcher

Research Results

In conducting this analysis, ethnographic research was performed. The research has revealed several subjects, and each subject has several elements, as follows.

1. An important identity of the “mini fashion bar” market in Thailand is the distribution of fashion and lifestyle products in boutique hotels. Studies and interviews with hotel owners have suggested key factors which determine the suitability of a boutique hotel for the “mini fashion bar” system. Firstly, the hotel must have a management style compatible with the “mini fashion bar” sales system; hence, the hotel would fall into the 5-star classification. Secondly, the hotel must have at maximum 40 rooms, which would ensure comprehensiveness in quantity control, product care, and sales service. The classification which would have the greatest impact on consumers and products is location. The location of a hotel determines activities done at the hotel and the lifestyle of the customers, both of which are extremely crucial to the “mini fashion bar” market because products are designed and produced according to them. Hotel location can be classified into three groups. Interviews were conducted with 5-star hotel owners and customers of the three groups, and the results are as follows. The purposes of customers staying in boutique hotels in Bangkok are to

conduct personal business, enjoy hotel entertainment, travel in the city, and have a quick stopover. The purposes of customers staying in boutique hotels in downtown areas are to conduct work-related business, attend conferences, and travel in the province. Lastly, customers staying in boutique hotels in touristic areas usually book the hotels for a long period of time; their purposes are travel, enjoy the nature, and relax.

2. Fashion and lifestyle product management in boutique hotels can be classified into two groups, as follows.

1). Product Management

- Distribution - brands can distribute fashion products to every part of the nation at the same time by having distribution centers placed in the middle of many hotels in the same area. Products should arrive at the distribution center before restocking in order that the products are stored in inventory two days in advance.

- Inventory Swap and Inventory Management - The cycle of inventory swap would be two weeks. Inventory would be swapped in the first and third week, and a fraction of a month would be included in the inventory account. Calculation of revenue and expenses will be done with the hotel and will be included in monthly accounting.

- Sales and Promotion - Sales promotion can be divided into two parts: sales promotion at hotel stores and outlet stores and sales promotion with special campaigns such as promotion with The Tourism and Hospitality Association and sales promotion on online platforms. The agreement of promotion and display of normal products and on-sale products is between marketplace owners and the brand. The brand is also responsible for taking care of the brand image.

2). Sales and Distribution

- Sales Process - Sales revenue is shared by the hotel and the brand in the agreed percentage. The brand is in control of the products and the sales process. Customers pay for the products as they check out along with other hotel products and services.

- After Sales Service - The warranty of the non-sale products are according to the Consumer Protection Act. Customers who would like to obtain product information, make a reservation, or receive product recommendations can do so on the brand website or mobile application. Alternatively, they may visit the hotel website which is linked to the brand website.

3. Analysis on the three types of location suggests that customers who stay at 5-star and above boutique hotels are similar in terms of personality, taste, and lifestyle, despite the location of the hotel. Potential customers of the “mini fashion bar” are female business owners, aged 36-49, whose purposes in staying at hotels are to conduct personal business and to travel. They prefer to stay at boutique hotels in Bangkok and provincial areas, and they like to participate in entertainment activities in or near the hotel and travel in the city to observe the culture. They are interested in “mini fashion bar” products which represent the smart, confident, and modern lifestyle, ranging between 1,000-5,000baht. They are particularly interested in shirts and jackets. They also pay attention to the product design, which is a mixture of materials, graphic fabric, and patches.

4. Studies on handicraft from the six regions in Thailand were conducted in order to determine necessary components in designing the fashion products. The components suggested by the studies are shape, technical details, color schemes, and suitable materials.

- The Northern region is famous for Chiang Saen and Lanna handicraft and gradating and descending patterns in architecture. The famous textile is Flowing Water Striped Silk. Paintings are usually painted in green, blue, navy, and gold.

- The Northeastern region is famous for The Mekong river and The Khmer handicraft. It is also known for geometric patterns in architecture. The famous textile is the Ikat Silk (Mudmee Silk). Paintings are usually painted with brown, maroon, gold, pink gold, and grey.

- The Central region is famous for the Ayutthaya and Dvaravati handicraft and weaving. It is also known for decoration of the apex of buildings. The famous textile is Tin-Jok Thai Silk. Paintings are usually painted in gold, orange, blue, white, brown, and grey.

- The Eastern region is famous for Thai-Chinese-Dutch handicraft and tile patches. It is also known for transparent layered glass. The famous textile is the Ban Puek - Ang Sila woven fabric. Paintings are usually painted in gold, silver, light brown, black, and white.

- The Western region is famous for Thai-Mon handicraft and overlapping and carving in architecture. The famous textile is the multi-colored loincloth from Ban Nong Kao, Kanchanaburi. Paintings are usually painted in pastel colors, white, cream, gold, pink, and black.

- The Southern region is famous for Thai-Chinese-Malay-Indo handicraft. It is also known for wing decoration and overlapping patterns in architecture. The famous textile is the brocade fabric and the Batik from Nakhon Si Thammarat. Ancient Thai paintings are usually painted in gold, black, and white.

Criteria used to determine trends were obtained from WGSN, inFASH (Thailand Institute of Fashion Research), and THTI (Thai Textile Institute), reputable fashion research centers for fashion businesses in Thailand. According to them, there will likely be a trend in traveling in summer 2018, which would be the first season for the researcher's brand. The color, silhouette, and material trends will align with the taste and preference of the target group. Also, the fashion techniques will closely concur with those of the local regions. There are four topics which would be used as a trend influence for the new brand. The first topic, which makes up 50% of the influence, is KINSHIP from WGSN; it is about cultural amalgamation. The second topic, which makes up 25% of the influence, is SLOW FUTURES from WGSN; it is about luxurious minimalism. The third topic, which makes up 15% of the influence, is INTERNET ERA from THTI; it is about embracing the future with the old perspective. Finally, the fourth topic, which makes up 10% of the influence, is INFINITE FLUX from inFASH; it is about simplicity in modernity.

5. As for marketing directions and competitors in the "mini fashion bar" market, fashion suppliers and the Marketing Mix were studied, and a SWOT Analysis was conducted. It was found that the strengths of the new brand introduced by the researcher are its localness and first mover advantage. It can sell to consumers through a direct sales channel and it meets the needs of consumers who want convenience while traveling. The price range of the products is 1,000-5,000 baht. The brand has a high potential to be quickly embraced by consumers because of the products themselves and promotion with hotels and other tourism associations. There are also opportunities for the brand to gain online presence through e-commerce. In comparing the researcher's brand with other brands, there are three brands which are local brands and whose products target the same target group; they are ISSUE, VATANIKA, and PATINYA. In terms of pricing, the brands whose pricing is similar to that of the researcher's brand are Topshop, ZARA, and H&M. However, there are no fashion brands that are incorporating the culture and identity of Thailand in their products and are associated with hospitality and tourism of Thailand. As a result, the new brand will have the differentiating advantage in the market.

Summary and Conclusion

As aforementioned, the objectives of this research are to explore two subjects – the identities of the “mini fashion bar” market in Thailand and the creation of fashion and lifestyle products suitable for it. The research has suggested the followings.

1. An analysis on the elements of creating a product collection for the “mini fashion bar” market in Thailand was done with fashion industry experts, hotel owners, and the target group. The analysis suggests that a mini fashion bar product collection can be categorized into two groups. The first group, which would make up 60% of the products sold in hotels, is the Basic Items. They are to be produced and distributed similarly in all hotels. These Basic Items consist of 15 clothing and accessory items. The clothing items are three blouses, two pairs of pants, one skirt, two blazers, two mini dresses, and one raincoat, and the accessory items are one pair of high heels, one pair of sneakers, one pair of sandals, and one bag. The second group is the Signature Items, which would make up the rest 40% of the products sold. These Signature Items vary in correspondence with season and type of the hotel. 5-star and above boutique hotels in Bangkok are suitable for Casual Party Wear, whereas 5-star and above boutique hotels in provincial areas are suitable for Casual Business Wear and 5-star and above boutique hotels in touristic areas are suitable for Resort Wear. These products consist of 10 clothing and accessory items. The clothing items are two camisoles, one bustier, one blouse, one pair of shorts, one jacket, and one extra item for occasional usage. The accessory items are one headwear, one scarf, and one clutch. In total, there are 25 products in one collection.

2. An analysis was conducted with fashion industry experts, tourism and hospitality experts, and fashion design professionals, with the EDFR (Ethnographic Delphi Futures Research) technique. The analysis suggests the following principles in creating products.

- 1). Silhouettes of the products should be out of shape, as preferred by the main target group. Geometric shapes should be combined with shapes inspired by local handicraft.

- 2). For technical details, the products should have die cut patterns, as preferred by city people. The geometric and graphic patterns should be printed using local handicraft techniques along with other patterns inspired by fashion trends in the basic products.

- 3). Products should be in white, grey, light and dark blue, and bronze, suitable for the target group’s smart and modern lifestyle. The colors can be combined with pastel colors, brown, and gold which are in accordance with fabrics from each provincial area. These colors can also be mixed with black and white, inspired from fashion trends in the basic product group.

4). Products should be made of burgundy, organdy, valentino, and silk. These materials are suitable for the target group’s metropolitan, sophisticated and modern lifestyle. Local materials in each provincial area can be interweaved with the aforementioned materials.

DESIGN ELEMENTS				
	FORMS	DETAILS	COLORS	MATERIALS
BASIC				Saffiano leather, satin, Lace
NORTHERN				กำมะหยี่, ผ้าขนหนู, Lace
NORTHEASTERN				ผ้าไหมมัดหมี่, Lace, กำมะหยี่
CENTER				ผ้าไหมมัดหมี่, woven, satin
EASTERN				ผ้าไหมมัดหมี่, ลอนแกนดี, Lace
WESTERN				woven fabric, ผ้าไหมมัดหมี่, กำมะหยี่
SOUTHERN				satin, Lace, ผ้าไหมมัดหมี่

Illustration of design components obtained from analysis

Source: Researcher’s illustration



Examples of prototype design for summer 2018 research topic

Source: Researcher’s illustration

Suggestions

1. This research aims to suggest principles and guidelines for fashion and lifestyle brands in the “mini fashion bar” market in Thailand, with 5-star and above boutique hotels as the main marketplace. These principles and guidelines are also adaptable in other types of hotel, which may require different products and collections and may be directed to a new target group. Appliers of the “mini fashion bar” scheme, therefore, should consider adjusting these variables and other variables which may distort the results.

2. In terms of design, fashion trends are an independent variable which establishes the need for various designs according to the season. Appliers of the “mini fashion bar” scheme should, therefore, take into account fashion trends when designing the products in order to avoid discrepancies in the product character.

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