

# Chic in the City

Great style can be bought,  
if you know where  
to shop



# *Chic in the City*

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# BANGKOK THAILAND

CHIANG MAI

SAMUI



PHUKETT



KHAO YAI

# SHOP

HUA HIN



## Chic in the City

Shopping has become a favorite pastime among urban people worldwide, and while online shopping has taken the world by storm, there is nothing quite like the pleasure of going to a physical store, feeling the fabric of the dress that catches your attention, trying it on and looking at your reflection on the mirror, and that rush of joy as you walk out the store, with a shopping bag or two in your hand.

Shopping is, of course, generally fun, but in some places, shopping experience is more exhilarating than in others. Thailand is one of those privileged places, and not by chance, but through a concerted effort contributed by designers, architects, the retail sector, craftsmen, and fellow shoppers who make the shopping climate in Thailand alive and thriving.

The cost of living in Thailand, compared to other metropolises, is rather affordable. Thus, the country has welcomed more and more foreign visitors over the years, increasing at an average of 12% annually, reaching 29.5 million in 2015.

In addition to the pristine beaches and beautiful culture, shopping is one of Thailand's biggest tourist magnets. Conde Naste Traveler's readers voted Bangkok as one of The Best Shopping Cities in the World in 2015, won over by not only the bigger shopping malls and plazas, but also lovely little local stores. From exquisite jewelry to quirky T-shirts, from mango and sticky rice-scented soap to indulgent home fragrances, Thailand has so much to offer that it could convert a normal person into a giddy shopaholic.

This book is a compilation of the best places to shop, brands you should get to know before visiting Thailand, and items you should buy when in this shopping capital. The offerings here will take your breath (and quite possibly, your money) away!



# Introduction

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*Great style can be bought, if you know where to shop*

## SHOPPING IN THAILAND IS DEFINITELY A SPECIAL EXPERIENCE TO LIVE ONCE IN A LIFETIME.

The only problem with shopping in Thailand is not knowing where to start. This book is here to help. In this chapter, you will be taken to some of the most vibrant shopping venues of Bangkok, Hua Hin, Khao Yai, Chiang Mai, Samui and Phuket plus suggestions on what to buy, as well as history of interesting brands. Hold your wallet tight – things are about to get really tempting!





## Chic Finds Shop

**If you learn about Thailand from postcards, you will see that Thai arts and crafts are truly exquisite – basketry, carved wood, silk brocades, and OTOP products. (OTOP stands for One Tambon (district) One Product, which means the best product of each community)**

That's not a wrong presentation, but there is also a modern and international side to Thailand. CentralWorld is the 10th largest shopping mall in the world and the biggest in Southeast Asia. The EmQuartier, opened in 2015, is one of the biggest designer brand galores in the region, with all the global big brands you can dream of. Many international labels have opened their flagship store here in Thailand in the recent years. Meanwhile, Thai designers are known to be the cream of the crop, with fans and

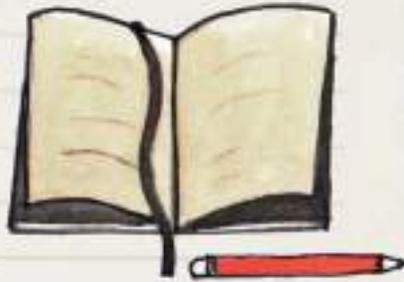
followers in several countries around the world, like Koi Suwannagate, Thakoon, and Sretsis.

Shopping is not limited to just Bangkok. Other major cities like Chiang Mai, Pattaya, Phuket and Hua Hin have also upped their retail game by introducing new shopping malls and markets to indulge both locals and holidaymakers from other countries. Additionally, online shopping in Thailand has been made easy with international delivery by many of the leading brands.

## Chic Finds Shop

It's not all about glitz and glamor only – affordable products can also be found anywhere in Thailand. Flea markets have become increasingly popular over the years, with events taking place around Bangkok almost any given weekend.

- TGIF (The Garden of TFEST) one of the most famous markets in Bangkok, can be found at hip and young places, and offers design products, arts, food, and fashion items made by Thai people.
- Bangkok Farmers' Market takes place on most weekends Farmer's Market



and offer organic produces, health products, and arts and crafts, as well as fun activities for everyone in the family.

- Made by Legacy is the biggest vintage flea market in Thailand, where serious collectors come to meet and mingle. The market often chooses a cool and unique spot for its events, such as the Bangkok Railway Station (Hua Lamphong)

There are also regular exhibitions and fairs such as Baby Best Buy for children's products, Bangkok International Gifts and Bangkok International Houseware Fair (BIG+BIH) for gifts and home décor items, and commart for gadgets and technology.

Whichever month you visit, there's bound to be a shopping event or two going on, so do a bit of research and plan ahead of time so you don't miss out on these events. If you're out of ideas, there are often English-language free copy lifestyle magazines available at coffee shops such as BK, Guru, and Time Out Bangkok, which list upcoming events and interesting places that you should check out during your stay.



# SHOP TILL YOU DROP IN THAILAND

Shopping in Thailand can be quite an adventure, with so many possibilities. So many shops, so little time! If you are here on a short trip, it is imperative that you plan your trip well.

Also, do not underestimate markets and malls in Thailand. Even if the size is small, you might need more than a few hours to fully explore each place. When going to a bigger place, such as CentralWorld or The EmQuartier, go to the information counter and ask for a map. It will come in handy when you're looking for certain shops.

If you're planning to explore trickier terrains such as Asiatique and Chatuchak Market, it is advised to do some research and mark down the shops you want to check out. Print out a map to avoid getting lost – even local regulars can find themselves lost in those places sometimes.



## Tips

1. Going around town with a bunch of shopping bags in tow is not convenient. If you have a small wheely bag, take it with you to make commuting easier.
2. Write down what you want to buy and categorize them to make it easier to shop.
3. When planning your day, keep in mind that rush hour traffic in Bangkok can be quite unpredictable. You can be stuck in a taxi for an hour. When possible, take the BTS or the MRT.
4. Never buy designer products from an unknown source, such as a little shop along the street. Counterfeit products here can look pretty convincing to the untrained eye.
5. When buying jewelry, always ask for a certificate to make sure you are not tricked into buying a rip-off.



PA T I

# TOP PLACES TO SHOP





# BANGKOK

## *A shopper's paradise*

There are so many reasons to love Bangkok. The endless food offerings available 24/7. The amazing ancient architecture and modern iconic architecture. The top-notch service found anywhere from big hotels to small restaurants. The affordability of everything. And, of course, the shopping experience.

Shopping in Bangkok is a day-and-night activity, an experience to thrill and delight the most discerning of shoppers. Bangkok is a shopoholic's heaven, whether you're looking for bargains, luxury, or a cultural experience. The experience of shopping in Bangkok is undoubtedly superlative – you may need several days in order to visit all the floors of the big malls in the town, and weeks, or even months, if you truly want to experience every shopping hub in the city.

In Bangkok, shopping is not limited to one or two major streets. Where there are people, there are shops. Wherever you stay in Bangkok, there's a place to shop not far from you.





Hub of  
Thai designers

# HUB OF THAI DESIGNERS

In the past, Thai designers were often seen as imitators of Western fashion. However, they have started to become influencers in the fashion industry. Today, Thai designers are more confident and creative. They are no longer just copying Western styles, but creating their own unique Thai brands. This is a significant milestone for the Thai fashion industry. Thai brands have gained more recognition over the years, thanks to both their skills and more support from other businesses such as fashion magazines and social media.



Among the pioneers who popularized ready to wear items under a Thai brand was Somchai Kaewtong, the owner of Kai Boutique at Siam Centre back in the 70s, and his brand has continued to thrive until today, known for exquisite gowns and bridal dresses. More Thai designer brands emerged in the 80s, with iconic designers such as Tirapan Wannarat of Tirapan, Kirati Cholasiti of Duangjai Bis, Pichitra Boonyarataphan of Pichita, OngArt Niramom and his eponymous brand, and Prinya Musikmas of Gable by Prinya and The Legend, coming to play in the scene.

At the time, most designers opened their first store at Siam Center, the center of everything hip

and cool then and now. Among them were brands like Soda Pop, Greyhound, Flynow, and Theatre.

The start of the new millennium came, and the Thai designers' scene was more alive than ever, with more and more brands emerging. There were more choices and more styles to choose from, thanks to the sub cultures from around the world, which were fused with brand identity to create new styles. The first fashion week in Thailand in 1999 spurred

A new movement in the Thai fashion industry. Brands started to follow the international system of working seasonally, introducing Spring/Summer and Fall/Winter collections, taking the Thai fashion industry to an international level.

top places to shop  
BANGKOK

top places to shop  
BANGKOK



Qurator, EmQuartier

Opened in March 2015, EmQuartier is one of the best shopping malls in Bangkok. Cleverly designed, conveniently located, and with a wide range of offerings, it has always been packed with keen shoppers who come to see and be seen at this hip hangout place for Bangkokians.

Qurator is a part of this phenomenal mall, and a phenomenon in itself. Covering a space of 6,000 square meters in The Waterfall Quartier building, Qurator is the biggest hub of Thai designers. It is called "The Ultimate Thai Designers Showcase", as it presents more than 60 local labels, from well-established brands that have been around



## top places to shop BANGKOK

for decades to new kids on the block. The zone is said to generate some 850 million baht in its first year.

The brands featured here can be categorized into three groups. The first is the members of Bangkok Fashion Society (BFS), which include Asava, Disaya, Greyhound, Issue, Kloset, Milin, Playhound by Grayhound, Senada, Vickteerut, and Curated by Ek Thongprasert. These are well-known brands which have been around for several years, with devout fans around the world.

The second group is famous designers such as Flynow, Irada, It's Happened to be a Closet, Janesuda, JNBY, Kingkan, and Kwankao. They are high-end brands with a distinctive character.



## top places to shop BANGKOK



The last group is young designers, such as A Personal Uniform designed for women who want a chic and masculine vibe, Dry Clean Only for confident ladies who love street style and handmade embroidery, and Mimi, a spinoff of Milin.

Although the zone has several brands, each brand has designed its space to offer a feeling of privacy. There are no solid walls or panels dividing them, so at a glance, it is one united space, but on closer observation, each shop is a private cocoon of splendid and delightful sartorial offerings.

**Qurator**  
2nd Floor (Thai designer section)  
The EmQuartier Department Store  
651 Sukhumvit Road, Khlong Tan Nuea,  
Wattana, Bangkok 10110  
(BTS Phromphong station)  
Tel. +662 269 1188  
[www.theemdistrict.com](http://www.theemdistrict.com)  
[Facebook.com/EmQuartierBangkok](https://www.facebook.com/EmQuartierBangkok)

## top places to shop BANGKOK



Wonder Anatomie, founded in 2010, is an internationally recognized brand which graced the runway of Seoul Fashion Week S/S 2014, and its clothes were worn by Korean pop girl group 4minute in their 4th mini album Name Is 4Minute. Its flagship store, is located here at Siam Center.

Lalalove, formed in 2009, is a bi-continental brand operating out of London and Bangkok. Its owner Linda Charoenlab has opened the first Bangkok store at Siam Center recently. This brand is also sold at Topshop's flagship store in the UK.



## top places to shop BANGKOK

### Siam Center

Built in 1973, Siam Center was one of Bangkok's first shopping malls, but the 40-year-old establishment is in no way old, thanks to the major renovation which was completed in January 2013. Strategically located near Siam Square, touted Bangkok's equivalent of Shibuya, it has always been the place for all things hip and happening. Siam Center has been synonymous as the home of top local designers, housing the first Soda Pop, Greyhound, and the only Theatre stores, as well as the first shop of the mass retail chain Jaspal.

Over the four decades, it has undergone four renovations, the most recent being a total rejuvenation which took 18 months to complete. The new and revamped version gives more space to Thai designers than ever, with the 3rd floor, Fashion Visionary, dedicated to a comprehensive range of Thai designer brands. There are more than 40 Thai brands in total, from ready to wear to street style, from old names to new ones.



top places to shop  
BANGKOK



top places to shop  
BANGKOK

Other brands on offer at Siam Center are Good Mixer, anr, Greyhound, Playhound, Theatre, Seneda, Soda, Tube Gallery, Head Quarter, 27 Friday, Flynow, Tango, People's Wardrobe, Kloset, Munchu's, The Oddyssee, The Legend, Inspired by Inner Complexity, Rebecca, 8E88, Tipayaphong Poosanaphong, PEDZ, Olanor, Singh and 27 Nov. There are also smaller brands to be discovered inside multi-brand stores. Check out The Wonder Room, a multi-brand store for women who have a unique sense of fashion. The pieces on offer here are modern, edgy and practical. For men, go to Gin and Milk, a multi-brand store for men which features over 22 brands in one store. It's a club for stylish gentlemen looking for top-quality clothes, bags, and shoes.

Siam Center welcomes around 150,000 visitors a day, and is conveniently connected to other shopping venues such as Siam Paragon, Gateway, Siam Square One, Siam Discovery, and MBK Center.



**Siam Center**  
*Rama 1 Road, Pathumwan,  
 Bangkok 10330 (BTS Siam station)  
 Tel. +662 658 1000  
[www.siamcenter.co.th](http://www.siamcenter.co.th)  
[Facebook.com/SiamCenter](https://www.facebook.com/SiamCenter)*



## top places to shop BANGKOK



### Thai Thai

Thai Thai is a zone that bridges top two shopping malls in Bangkok – Central Chidlom and Central Embassy, to offer a seamless shopping experience. Opened in 2014, Thai Thai is dedicated to Thai fashion labels, bringing together 15 brands on one floor to wow fashionistas.

The 15 globally recognized Thai brands, eight of which are members of Bangkok Fashion Society (BFS) including Asava and ASV, Curated by EkThongprasert, Kloset, Milin, Tu'i, Tutti, and Vickteerut, and seven non-BFS brands Anchavika, Kemlssara, Kwankao, Lovebird, Vatanika, Kingkan and Patinya. The zone also has a café, The Three WishesCafé & Tea Room, Thailand's very first Pinkberry shop, and a multi-brand section for brands such as 31 Thanwa, 77th, Rudimentary, and Skin by Second Skin. Recently, the zone welcomed the latest member Pitchana Only at Central, a shop which is lavishly decorated with luxurious materials, metallic silver and mirrors, with an inviting sofa in grey velvet and a plush grey carpet to match.



## top places to shop BANGKOK

The aim of this space is to support Thai designers who are recognized worldwide. Four of the brands in Thai Thai are exclusively available here namely Anchavika, Kemlssara, Lovebird and Tutti.

Many of the brands launch their new collection for the first time here, and some design a special collection just for the Thai Thai zone, which means what you buy here might not be available anywhere else.

The décor of this haute fashion zone is inspired by art exhibition. The open space allows customers to check out every brand conveniently and offers maximum visibility to every brand. Each brand has chosen only the master showpieces to be featured here.



**Thai Thai**  
2nd floor, Central Chidlom  
1027 Phloenchit Road,  
Lumpini, Pathumwan  
Bangkok 10330  
(BTS Chidlom station)  
Tel. +662 793 7000  
[www.central.co.th](http://www.central.co.th)



top places to shop  
**BANGKOK**

top places to shop  
**BANGKOK**

## FabLab Department of Fashion

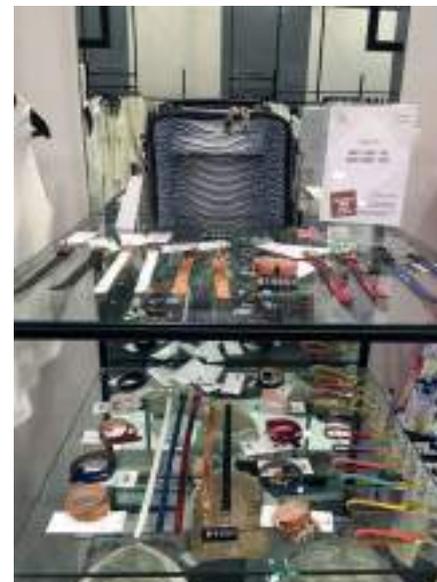
FabLab Department of Fashion, or FabLab for short, experiments with a fabulous fusion of products and brands by local talents, bringing freshness to its concept store. Designed as a large and spacious walk-in closet, FabLab offers pieces that will make you look casually polished. There are both affordable brands and more luxurious ones. At its CentralWorld branch (it has another one at Central EastVille), the brands on display are Dareme, Lady Jane, Bergua, Faminous, Azmara, Rein, and a jewelry

brand by Thailand's top celebrity VJ Woosen – Jewel Addict.

That said, FabLab boasts an impressive selection of brands in its jewelry department. Among the highlights are Shannta's bird-themed trinkets and Lisa Jira's pearly collection. Another brand worth checking out is Haus of Jewelry (HOJ), which often collaborates House with designers to create special collections. The owner of HOJ, Yolwaree Sathyanawin, is also a designer and has her own brand under the eponymous name.



From top to toe, you can look cool and stylish with the various items on offer at FabLab. Shoe lovers will enjoy exploring Seira Elves, a Thai shoe brand which offers glamorous ballerina flats and loafers. For bags, visit KIIZÉ, a leather bag brand that embodies creative and playful designs. Basic clothes with a twist can be found at Veola, and for fabulous swimsuits to amp up your vacation, go to Vacay Needed.



**FabLab Department of Fashion**  
2nd floor, Beacon Zone, CentralWorld  
999/9 Rama I Road, Pathumwan, Bangkok  
10330 (BTS Chidlom station)  
Tel. +668 6332 9202  
[www.fablab-store.com](http://www.fablab-store.com)  
Instagram @fablab.store

## top places to shop BANGKOK



## top places to shop BANGKOK

### Sense of Style (SOS)

Located in Siam Square Soi 1 & 6, Sense of Style (SOS) is the hub of funky fashion items such as clothes, accessories, bags, and gadget accessories. There are also personal stylists to help you pick the right items for your style. SOS has another branch in Thong Lor Soi 16, but the one in Siam Square has a more vibrant atmosphere, thanks to the bustling scene of Siam Square. The sleek interior with faux marble and white space makes the place look modern and inviting.

SOS houses affordable brands such as Chou Shoes, Suda, Gotcha, Lookbookkk, Koop, Danita brand, Jellyplease, Poporoni, Sugarbabiez and Minx. The selection of items here truly reflects what's hip and hot among Bangkok City girls.

In addition to clothes for everyday glamor, SOS also houses Coralist Swimwear, a premium swimwear brand for fashion forward twenty-somethings customers who seek for completely flawless look at the reasonable price.

**Sense of Style (SOS)**  
Siam Square Soi 1 & 6, Rama  
I Road, Pathumwan, Bangkok  
10330 (BTS Siam station)  
Tel: +669 6154 6469  
Facebook.com/sos.senseof-  
styleshop  
Instagram @sos.senseofstyle



### Siam Square

Siam Square was the place to be in the 1990s. The hippest stores were here, and the coolest people came here to hang out. It was the hub of Thailand's pop culture, and some of the most expensive retail spots in Bangkok.

Today, the fashion scene at Siam Square continues to thrive, with small boutiques opening at virtually every corner. Some have been around longer than others, such as Happy Berry, a Harajuku-style fashion store which has provided the staples for Bangkok's hip and young crowd for two decades.

Divided into little alleys, there is almost no unused or empty space in Siam Square. Every square inch is occupied by shops, cafes, restaurants, and other services. Recently, the plot of land by the main road, formerly a cinema, was converted into a stylish mall called Siam Square One, inside which are many little shops and restaurants worth exploring. There are also well-curated multi-brand stores for those who want to explore a bit of everything in one place.



## top places to shop BANGKOK



## House of Fashion (HOF)

HOF is the place where you exclusively experience 25 remarkable online boutiques. The multi-brand store features luxury apparel, footwear, bags, and accessories.

Vintage Peacock has "everyday changing bags", which are basically bags that can be changed into various styles so that it looks like you have a new bag every day. Walk In is a handmade shoe brand which offers shoes that are both comfy and stylish. Fans of flats should try Philia Boutique flats, which are simple but elegant.

Clothes come in a great assortment of styles, such as simple and casually chic by La Vanetta, elegantly romantic with a sense of chic and cool at ease by Goldie Addict, splendid and classy by Lyra, sexy and sophisticated by Peachtown, or subtle and immaculate by Greyscale.

**House of Fashion (HOF)**  
Siam Square Soi 2, Rama I Road,  
Pathumwan, Bangkok 10330  
(BTS Siam station)  
Tel: +668 9555 1687  
www.hof.in.th  
Facebook.com/HOFstore



## top places to shop BANGKOK

## MatchBox

This new little store is home to more than 40 (and counting) local brands, mostly Instagram sensations with a solid fan base. The selection here appeals to youngsters with style.

Want a simple top and shorts? Aunchada is the answer, with subtle but elegant pieces that can be worn in any occasion. Feeling feminine? Sweeten up your look with items from Kulsiri. If sexy is the word that describes you, Pinkrose will make you fall in love with its seductive pieces. Funky T-shirts are offered by Seekapiece for those who love street style. If you want to keep it simple, Neramit is just what you need.

Tinyystyle swimwear will make you a babe on the beach. Complete the look with cool sunnies from Everyday with Lily and summery shoes by Shoesgarden\_byyps. If you're from a cold country or travelling to one, fab furry items from Foongfur will keep you warm and fabulous at the same time. Bag lovers won't be able to resist cute offerings by Perola and Ka Lin.

**MatchBox**  
Siam Square Soi 11, Rama I  
Road, Pathumwan, Bangkok  
10330 (BTS Siam station)  
Tel: +668 7331 1151  
Instagram @matchbox.official



top places to shop  
**BANGKOK**



Thonglor

Thonglor or Sukhumvit 55 is the equivalent of Upper East Side in New York City, where the affluent people live and where the hottest upscale restaurants and clubs are.

Thonglor has both standalone boutiques and retail buildings and community malls. If you come from the Sukhumvit side, drop by at 8ight Thonglor, where there are beautiful restaurants and well-known fashion brands such as Poem, Shaka, Janesuda, and Little Things for mini fashionistas. For organic candles and home scents, check out BsaB (Bee-Sah-Bee). On the other side of the road, you can find Amata, a leading wedding dress boutique, and Pisces, a local brand which offers casual chic clothing.



top places to shop  
**BANGKOK**

Thonglor Town Center, also known as Market Place, has numerous dining outlets, and a number of chic fashion stores such as The Rebecca, La Malilla, Tutti and Tutti Frutti, Living Doll, and Meticulous.

J Avenue, located near Thonglor Soi 15, was among the first community malls in Thailand, and continues to be a popular hangout spot for Bangkokians today. Relatively small in size, it has a great selection of clothing stores, restaurants, and an open space for visiting booths. Not far from J Avenue is Vela De, between Soi 18 and 20. Inside Soi 20 are plenty more boutiques, such as Amita, Rachen, Khanken, and Pil Pira.



top places to shop  
**BANGKOK**

top places to shop  
**BANGKOK**

# CREATIVE CRAFTS INSPIRED BY IDEAS

The design scene in Thailand has been thriving and evolving at a rapid pace, influenced by trends and contemporary design movements, and contributed by the upsurge of Pinterest and other arts and crafts websites. The government has also actively supported ideas and innovations as a means to add value to otherwise ordinary products, and now Bangkok has several galleries, museums, art studios, crafts markets, and cool shops selling creative products made by Thai talents.

You can find creative products just anywhere in Bangkok. On a stroll along the street, you might come across a beautiful handmade phone case, or at a weekend market, you might see a cool terrarium that would perfectly fit your office desk. It's like destiny – you never know when you will clap your eyes on a design item that can make you fall in love with it instantly.

There are many temporary markets popping up at empty spaces or community malls in Bangkok throughout the year, but if you can't afford to hunt them down, here are some fixed establishments that you should check out for some inspiring ideas.

CREATIVE  
CRAFTS  
INSPIRED BY  
IDEAS

## top places to shop BANGKOK

### Siam Discovery

The new Siam Discovery is the first hybrid retail destination in Thailand, with edgy architecture and well-curated offerings. It is a venue where thousands of lifestyle brands, both local and global, are brought together under a single universal concept that puts customers, rather than brands, at the center. It even has its own mobile application to guide visitors.

With its exploration theme, the mall is divided into "labs". Street Lab has a nice selection of street fashion brands, while His Lab and Her Lab have gender-specific offerings. There is also a Creative Lab for those looking for inspirations and ideas. O.D.S. (Object of Desire Store) is a multi-brand home decorative store, offering more than 160 brands, including brands selected by Department of Export Promotion, while Loft sells creative items for everyday use, and Propaganda has quirky home décor items.



## top places to shop BANGKOK



Siam Discovery is also home to the only Nike concept store in Southeast Asia, and the first World of Issey Miyake outside Japan. For Thai brands, check out Cazh, a local streetwear brand which allows you to design your own jeans and have them custom-made in seven days.



**Siam Discovery**  
Rama I Road, Pathumwan, Bangkok  
Tel: +662 658 1000  
[www.siamdiscovery.co.th](http://www.siamdiscovery.co.th)

top places to shop  
BANGKOK

top places to shop  
BANGKOK



In October 2015, Asiatique introduced a new zone called Urbano, decorated in basic Scandinavian style with a concept "New Era of Urbanista".

In this new zone, which occupies five warehouses, you can find trendy apparel, design products, accessories, arts and crafts shops, beauty services, eco-friendly products, and cute cafes. Among the highlights are eco-friendly fashion store ACTs Of Green, cool T-shirt shop Sugar Mustache, chic bag shop Cheetah Ciety, and vintage leather goods shop By Myself. There's also a bike café for bike lovers.



Urbano @ Asiatique

Asiatique The Riverfront is a large open-air mall in Bangkok. Formerly docks of the East Asiatic Company, which had several warehouses going back as far as 1907, it is now a bustling shopping venue with a panoramic view of the Chao Phraya River as its backdrop.

Opened in April 2012, Asiatique has several "warehouses", each of which has its own theme décor, souvenir & handicraft, fashion & accessories, and unique design. There are more than 1,500 shops to explore here, with occasional outdoor markets adding to the selection.



**Urbano @ Asiatique**  
Warehouses 5-9, Asiatique  
The Riverfront 2194 Charoenkrung  
Road, Bangkholaem, Bangkok 10120  
(Free shuttle boat from BTS Saphan  
Taksin station)  
Tel: +662 108 4488  
[www.thaiasiatique.com](http://www.thaiasiatique.com)

## top places to shop BANGKOK



### Tha Maharaj

The Old Town area of Bangkok or Rattanakosin Island does not have many shopping venues, despite its popularity among tourists and locals alike. In 2015, Tha Maharaj project emerged as the zone's first community mall of its kind. Surrounded by rich cultural heritage and tourist attraction of Thai arts, museums, The Grand Palace and several famous temples, Tha Maharaj does not look out of place as the project was restored from traditional shop houses and transformed into a meeting hub for open-air restaurants, retail shops, riverside promenade and community garden.

There are seven low-rise buildings with an open space by the river for activities such as outdoor film screenings and mini concerts. Tha Maharaj features many restaurants, cafes and shops, as its concept is "Riverside Eatery, Urban Oasis, Art & Culture Market".

There are many DIY and handmade shops at Tha Maharaj, and the little cafes there are also creatively designed and decorated. Favour Café is a rustic-style coffee shop with a corner dedicated to clothes. For cakes that look as beautiful as art pieces, go to Trust Me I'm A Baker.



**Tha Maharaj**  
1/11 Mahathat Alley, Maharaj Road,  
Phra Nakhon, Bangkok 10200  
Tel: +662 024 1393  
[www.thamaharaj.com](http://www.thamaharaj.com)  
[Facebook.com/ThaMaharaj](https://www.facebook.com/ThaMaharaj)

## Bangkok Art and Culture Center (BACC)



Realizing the need for a downtown art space, the BACC was formed in 2004, with an aim to be a center of cultural diversity for a sustainable social development. The new mid-town facility is a space for contemporary arts and emerging artists who want to showcase their talents through art, music, theatre, film, design, and cultural/educational events. It also offers a friendly and recreational atmosphere, with cafes, restaurants, shops, and an art library being part of the facility.



The BACC opens new grounds for cultural dialogue, networking, and create new cultural resources from both the public and the private sectors, making art accessible for all. It is a place for people to meet, and to help define and make culture. There is a special zone called artHub@bacc on the first to fourth floors, home to various arts and design shops, cafe and restaurants.

## top places to shop BANGKOK



## top places to shop BANGKOK

### Shannta

Established in 2012 by a young businessman who was only in his early 20s when he founded the brand, Shannta offers handmade silver objects and fine jewelry using S.nanos Nano Silver Clay®, which is shapeable clay that can transform into 99.9% silver when fired at high temperature. Each item is unique as it is handcrafted with expertise that is passed on from generation to generation.

Shannta also has a special service Jewelry D.I.Y™ which allows customers to make their own accessories in just two hours. An artist is available to offer tips and guidance throughout the process to ensure that every customer gets the piece that they really wish for. Another special service is free cleaning offered to any product purchased at Shannta.

Believing in sustainability, every process of Shannta uses Green Synthesis Technology to ensure it is as environment-friendly as possible. Shannta products are also exported to the UK, Australia and the US.

**Shannta**  
Unit 306, 3rd floor  
Tel: +662 214 3018  
Facebook.com/shanntaclub



### Happening Shop

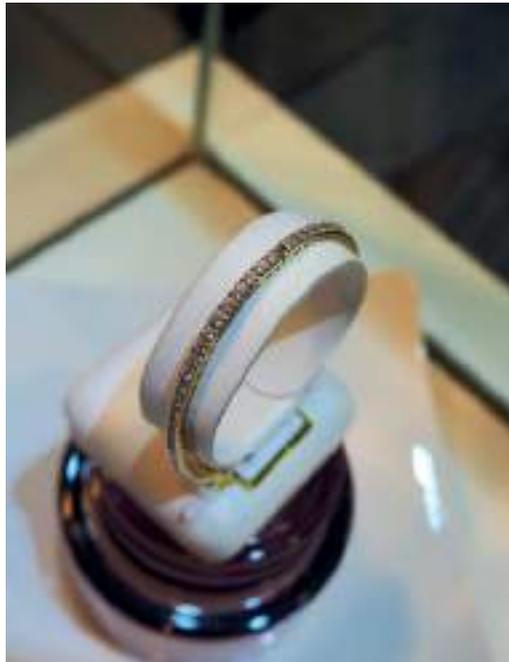
This multi-brand shop brings together interesting items such as cool T-shirts designed by artists, rare records, handmade products, postcards, and other decorative items from famous Bangkok-based studios such as MAD BKK, Troopers, Headman Studio, TA.THA.TA, Bang On and Katji. There are also products from Chiang Mai based brands such as DibDee.Binder, Linnii, KaleidoScope and 3.2.6 Studio.

It also houses products by Mamuang, a brand by a well-known illustrator Wisut Ponnimit who has a lot of fans in Japan and Taiwan. Another interesting brand is Forrest, which sells watches made with grass, wood, and other natural materials.

This cute and artsy shop is owned and run by passionate and creative people. The owners of this shop are writers and those in the media sector, so you will definitely find some good reads here. In addition to that, you can find cute gadget accessories, DIY products, and other fun items brimming with design ideas.

**Happening Shop**  
Unit 308, 3rd floor  
Tel: +662 214 3040  
Facebook.com/  
happeningshopbangkok

top places to shop  
BANGKOK



Mon Cher

The jewelry at Mon Cher are not just meant for the eyes, but also for the soul. Based on a belief in fortune, astrology and faith, Mon Cher's accessories are custom-made for each person to bring good luck and improve their lives in various aspects, such as love life, money matters, and business.

Mon Cher diamond rings and pendants are created following a consultation session, with the person's birthdate in mind to design the right ring that will help draw positive energy and good luck to that person. They are also incredibly beautiful, so even if you are a non-believer, you will still find Mon Cher jewelry fascinating. The designs are unique and can be customized to your absolute preference, so you will definitely get the piece that you love, with an added bonus of good fortune.

**Mon Cher**  
4th floor  
Tel: +662 108 4599  
Facebook.com/MonCher.jewel



top places to shop  
BANGKOK

Save Earth

Well-designed eco-friendly products at Save Earth will make being environmentally aware more stylish. Its bags, handmade ceramic kitchenware, and stationery are both funky and responsible. For instance, the bags are made from recycled rice bags, with fun prints that make them fashionable. There are Thailand-inspired prints such as rice and elephant, as well as more modern ones like panda and dragon.

The rice-bag-turned-stylish-bags are light weight and durable, perfect for Thailand's unpredictable weather as they will keep your belongings relatively safe from the rain and the sunlight, and are light enough to carry when you're out and about. Save Earth also uses recycled paper to make purses, folders, and other design items, uses used billboards to make laptop cases, and even makes lamps out of empty whiskey bottles. There are always new creative products coming out, so make sure to check out Save Earth when you are in Bangkok.

**Save Earth**  
4th floor  
Tel: +668 6141 7385  
Facebook.com/saveearthstore



top places to shop  
**BANGKOK**

top places to shop  
**BANGKOK**

# ELEPHANT GOLD AND ACCESSORIES

One of the oldest business districts in Bangkok, Silom and Surawong Roads are located in Bangrak district, among the oldest and most civilized communities, home to well-established five-star hotels Shangri-La and Mandarin Oriental. Before it became a central business district, most of the shops in this area sold jewelry, gold and antiques. Over the years, Silom and Surawong Roads have continued to be the hub of jewelry trading in Thailand, selling and exporting over a billion baht's worth of gems and gold every year.

ELEPHANT  
GOLD AND  
ACCESSORIES

## top places to shop BANGKOK

## top places to shop BANGKOK



### Yaowarat

This amazing foodie's paradise is also flanked by shiny red and yellow signs symbolic of gold shops. Yaowarat Road, which is about 1 kilometer long, is considered Bangkok's Chinatown, as well as the hub of gold. In fact, it's been said that there are more gold shops in this street than houses.

In addition to around 140 gold shops, there are quite a few gem and jewelry stores, too. Given the numerous choices, it is advised to walk around and explore your options. Yaowarat is the best place to buy gold in Bangkok because most shops are members of the Gold Merchants Association of Thailand, which means their gold products are generally of high standard and quality.

One of the oldest shops is Hua Seng Heng, which has grown over the past six decades from a single shop to six branches, a gold investment company, and gold futures company. Another longstanding name is Tang To Kang, a brand which has been around for more than a century which has a gold museum on the upper floors of its 80-year-old building.

### Silom and Surawong

Today, old shops can still be found along these two roads, as well as other roads in the neighborhood such as Charoenkrung, Mahesak and Nares Roads. Many of these shops have been around for nearly half a century. Leading names include Beauty Gems, a family-owned gem and jewelry manufacturer founded in 1964, and Jubilee, established in 1993. If you are too spoilt for choices and want to narrow down your search, visit OP Place (Charoenkrung Soi 38). When buying from a small store, however, be careful when negotiating price and check the certificates to make sure you don't walk away with a fake.

There is also Jewelry Trade Center, Thailand's leading trade premises for diamonds, gems and assorted jewelry. It comprises over 180,000 square meters of retail, office and residential space, playing host to more than 300 leading retailers and 1,500 wholesalers, making it the bigger hub of jewelry trade in Southeast Asia.



## HUA HIN



## HUA HIN

# HUA HIN



Hua Hin is a top holiday destination for Bangkokians, thanks to its close proximity to Bangkok. However, it has actually been a favorite vacation spot for Thais even before driving became the norm. Back when railways were being constructed in Thailand, the extension of the railway from Bangkok to other southern cities uncovered a hidden gem, Hua Hin. The seaside city was tucked away in an embrace of lush green forests, a stone's throw away from the railway construction camp.

Today, Hua Hin is a bustling city with countless hotels and resorts, water parks, restaurants, and a myriad of fun activities. It still has some incredible colonial-style houses as well as themed resorts inspired by other seaside cities such as Morocco, Santorini and Venice. More importantly, the shopping experience here will make your holiday even more memorable. Whether you're hunting for fantastic arts and crafts or top international brands, you will find them all here in this seaside city.

# HUA HIN



## Cicada Market

Cicada Market is where vendors, shoppers, artists, creators, designers, tourists, students and community come together for an experience of art and culture. It is an art market with a relaxing vibe, where you can sit on the mat and just soak in the atmosphere.

Cicada Market is a source of contemporary art in various fields, offering handmade decorative items, clothes, vintage items and locally made products



**Cicada Market**  
83/159 Nong Kae, Hua Hin,  
Prachap Khirikhan (Near Hyatt  
Regency Hua Hin Hotel)  
Open on Friday and Saturday  
at 4 a.m. -11 p.m. and Sunday  
at 4 p.m.-10 p.m.  
Tel: +668 0650 4334  
[www.cicadamarket.com](http://www.cicadamarket.com)

# HUA HIN

with innovative ideas. Activities always take place here, such as performances, dance, music, and fine arts from university students, community theatre groups and various artists.

Artsy shoppers will love Art A La Mode, where art and craft vendors gather alongside the paths on the site selling unique products. Most of the vendors here are young creative people. Cicada Art Factory features exhibitions by young artists with original style of their works.

Cicada Market is open to vendors of handicrafts and idea works, and it welcomes proposals from artists, musicians, or other performers looking



for a venue to perform their shows. An amphitheater-style venue provides a form of entertainment designed to educate as well as to entertain visitors.



# HUA HIN

## Seenspace Hua Hin

Seenspace Hua Hin is based on four key words – eat, lay, play and relax. These four simple words are the core of the activities at this beachfront mall. Opened in September 2016, Seenspace Hua Hin is a lifestyle mall with a relaxing atmosphere, inspired by Hua Hin's bright blue sky and serene sea. This project is divided into four zones. Seek Apparel offers fashion items. Seek Lifestyle features well-designed home décor products by famous brands such as Labrador, Tin Home Toy, Elementseden, and Y Factory. Seek Appetite is all about culinary delights by famous Hua Hin-bases eateries such as Icy Mania and Baan Thua Yen. Seek Happening showcases various projects, activities and performances. Every Friday-Sunday, there is Seenspace Open Fest, where you can enjoy tasty treats and live music from 6 p.m.-10 p.m.



# HUA HIN



As the visitors of Hua Hin are often sophisticated and fashion-conscious, Seenspace Hua Hin offers brands by top designers, both local and international. Thai designer brands are also available here, such as Greyhound Original, Sretsis, Lalalove London, Vassalinee and Lonely Two Legged Creature by Thailand's famous architect Duangrit Bunnag.

### Seenspace Hua Hin

Hua Hin Soi 35, Hua Hin, Prachuap Khirikhan

Tel: +669 2350 0035

[www.seenspace.com/huahin](http://www.seenspace.com/huahin)

[Facebook.com/seenspacehuahin](https://www.facebook.com/seenspacehuahin)





# CHIANG MAI

# CHIANG MAI

Chiang Mai is the art capital of Thailand for a number of reasons. The unofficial capital of the north of Thailand is a city steeped in history, culture, arts and traditions, and as the second largest city of the country, it is a thriving metropolis with many points of interest to visitors. Here, you can enjoy well preserved Lanna arts as well as contemporary ones. Here, you will be given access to some of the most stunning designs clothes, accessories, home décor items, and other creative products.

# CHIANG MAI

*A shopper's paradise*



Chiang Mai is an unique city, a less hectic alternative for those who want a city life without the hustle and bustle. It's where you can dress in indigo-dyed cotton and wear a pair of leather sandals without feeling underdressed. In terms of fashion, Chiang Mai is home to some really talented and creative designers and dressmakers. Hand-dyed, handmade and hand-embroidered clothes of top-notch quality can be found here, and hand-woven bags made of rattan, cotton or leather are impressively unique. Arts and crafts are a part of the lifestyle here, so wherever you go, whether up in the hills or out in the city center, you can count on finding beautiful items to take home with you.

# CHIANG MAI

## Nimmanhemin Road

Nimmanhemin Road and its surrounding little alleys are becoming a chic quarter of town. In this neighborhood, there are numerous shops selling handmade product, such as design items, and creative crafts. Visit Chabaa in Nimman Promenade Soi 4 for funky-colored Bohemian-style apparel, designed by the owner of the shop. For those who love girly, feminine clothes, The Dolls House offers dolly dresses that are basically irresistible. For high-quality cotton clothes, Chiang Mai cotton is your best bet.

You will be attracted to Ginger at first sight, thanks to the vibrant colors and quirky designs of this apparel, accessories and home décor shop. But if you prefer something more simple and minimal, make a stop at



# CHIANG MAI



Mesimu. For funky accessories, check out Pink Pvsy Outlet, a bright fuchsia shop which will definitely grasp your attention. Studio Naenna in Nimmanhemin Soi 1 features exquisite clothing and eco textiles in ikats, silk and cotton. The studio was founded in 1988 by an expert in antiques, Lao and Thai textiles and a lecturer on the subjects of Thai textiles and contemporary design.



**Nimmanhaeminda Road**  
**Mueang, Chiang Mai**

# CHIANG MAI



# CHIANG MAI

Kad Ton Kong is a Saturday morning market where you can shop for local food, organic fruits and vegetables, and local arts and crafts, while also enjoying the view of the Ping River and the lifestyle of the locals. For arts and crafts, San Kamphaeng Walking Street has some incredible traditional arts. It is a Saturday market with a local flavor and a relaxing vibe, open from 3p.m. to 10 p.m.



## Walking Street

You can immerse in Chiang Mai's relaxing scenes and get great deals in one go when strolling along the Walking Streets. There are many routes to take-go to Tha Phae, Wua Lai, Kad Tong Kong, or San Kamphaeng. What these routes have in common is they all offer local arts and crafts fairs.

Tha Phae Walking Street is open every Sunday at 5 p.m.-10 p.m. Here, you can find Lanna Crafts, cute bags, edgy clothes, cool lamps, and more. Wua Lai Walking Street is only open on Saturday in the late afternoon until 10 p.m., and is known as one of the best places to buy Lanna-style silverware and lacquerware.

If you are more of a morning person,



# CHIANG MAI



## Maya Lifestyle Shopping Center

Opened in 2013, the iconic landmark architecture will catch your attention with its sparkling exterior inspired by the art of weaving. One of the biggest shopping centers in Chiang Mai, Maya is centrally located in Nimmanhemin area. Inside, there are more than 200 shops and one of the biggest cinemas in the world. You can also enjoy the breathtaking view of Chiang Mai while you are here, especially at the rooftop bars and restaurants. Nimman Hill "The Urban Sky Park" is one of the best places in Chiang Mai to enjoy the panoramic view of the city, and here is a place where creative activities are often held.

**Maya Lifestyle Shopping Center**  
Huay Kaew Road, Chang Phuak,  
Mueang, Chiang Mai  
Tel: +6652 081 555  
[www.mayashoppingcenter.com](http://www.mayashoppingcenter.com)

One of its unique features is Rimping Supermarket, a Chiang Mai-based supermarket selling local products as well as imported products. Chiang Mai's clean air and fertile soils make it a great place for agriculture, so while you're here, do shop for local produces.



# CHIANG MAI



## Ban Tawai

This handicraft village is one of the major cultural attractions of Chiang Mai, with numerous showrooms displaying fantastic collections of antiques and carved wood furniture. Ban Tawai is famous for carved wood and premium furniture; which same quality as global brands. Dubbed the largest village of handicraft in Thailand, Ban Tawai is home to some excellent artists and wood sculptors, many of whom has more than 40 years of experience.

Ban Tawai has a wide variety of products such as wood carving, silverware, lacquerware, hand-woven textile, basketry and earthenware. Ban Tawai village was awarded OTOP Tourism Village of Thailand because of its unique character as a wood carving village.

From small wooden models to big furnishing items, you can find a wide array of products here at Ban Tawai. You can also visit the craftsmen in their own workshops underneath their homes to learn more about wood carving.

**Ban Tawai**  
90 Moo 2, Ban Tawai, Khun Khong,  
Hangdong, Chiang Mai  
Tel.: +668 1882 4882  
[www.ban-tawai.com](http://www.ban-tawai.com)





## KHAO YAI



## KHAO YAI

# KHAO YAI

Fresh air, lush green mountains, and tranquility are what draw millions of people to Khao Yai every year.

Khao Yai is a year-round getaway destination only a few hours away from Bangkok, and an ideal stop for those on the way to the Northeast. Khao Yai National Park is a UNESCO World Heritage Site, and Khao Yai has the 7<sup>th</sup> best

### *A shopper's paradise*

ozone quality in the world. As a result, many resorts have popped up to cater to the growing number of visitors who come here for a relaxing vacation. Khao Yai has some of the most beautiful hotels and resorts in the country, such as Thames Valley Khao Yai which will transport you into the English countryside. Town Square Suites by Toscana Valley is inspired by the beauty of Tuscany, Italy.

Despite its pristine nature and laidback lifestyle, Khao Yai does not fall short on contemporary lifestyle offerings. It also offers magnificent restaurants with tasty food, adventurous activities, and a shopping experience like no other. You can find brand-name clothing, jewelry, accessories and handmade crafts here.



# KHAO YAI



## Palio

Palio is an Italian-style empire featuring over 120 little shops selling a vast range of merchandise, such as home décor, fashion items, books, vintage goods, and some really great wine. In fact, Khao Yai is one of the best places in Thailand for wine, since there are many vineyards in the area, so if you are an oenophile, don't forget to check out the wine cellar at Palio.

Inspired by Tuscany, Italy, Palio is a scenic place great for spending an afternoon at. Each shop has been designed to offer a feel of being in Italy – the buildings are colorful and decorated with gorgeous wrought irons. Palio also has an 18-room inn with the same design. The boutique hotel is often fully booked, thanks to its small size and its popularity.



**Palio**  
146/1 Moo 1, Thanarat Road,  
Km 17, Pakchong, Nakhon  
Ratchasima  
Tel: +6644 297 730  
[www.palio-khaoyai.com](http://www.palio-khaoyai.com)



# KHAO YAI



# KHAO YAI



## Greenery Park Mall at Scenical World

Opened in 2015, Scenical World is Khao Yai's first adventure-style destination on 128.65 rai land. The project consists of Life Park adventure experience, Splash World Water Park, and Greenery Park Mall, which is a lifestyle mall, in addition to two hotels.

Greenery Park Mall offers "the revolutionary shopping experience". The lifestyle mall is designed to offer visitors an experience of going back in time to Sacramento, California, during the Gold Rush to feel the ambience of Midwest City. It includes outdoor activities, cool hangout spots, fashion outlets and various



# KHAO YAI

restaurants. Greenery Park Mall brings together popular names in the fashion industry and well-known restaurants. Additionally, specialty stores will also attract niche customers, including big bike shops. The lifestyle mall has an open-air layout, exposing visitors to the view of majestic mountains and bright blue sky. Where else can you enjoy an urban shopping experience in the middle of the forest?

*Greenery Park Mall at Scenical World  
Thanarat Road, Pak Chong, Nakhon  
Ratchasima  
Tel: +662 661 2999  
[www.scenicalgroup.com](http://www.scenicalgroup.com)*



## SAMUI



## SAMUI

There's more to Samui, one of the most beautiful islands in Southeast Asia, than the powdery beaches and the breathtaking views. When visiting Samui, make sure you bring along your walking shoes, because shopping is a must here.

# SAMUI

ISLAND  
SU<sup>U</sup> ATTHANI

*A shopper's paradise*

Samui offers the best of both worlds, which you can enjoy a rustic island life lying in the sun on the beach and you can also stroll in an air-conditioned shopping mall offering all the big brands you can think of. This is because Samui is a cosmopolitan melting pot which attracts both budget travellers and luxury holidaymakers from around the world.

Thanks to the eclectic mix of its patrons, shopping in Samui has something for everyone. There are literally thousands of shops to be found on this little island. Almost every corner of the island has a store worth visiting, but the main shopping sites are located in Chaweng, Lamai and Nathon. Everything from quirky little stores to a big-name department store are ready to indulge and entice you.

# SAMUI



## Fisherman Village

In the past, Fisherman Village in Bophut was an actual fisherman village, where Samui's fishermen had lived for generations. Today, some of the buildings have been converted into restaurants and souvenir shops, but still retain their authentic charms nonetheless. This is why it is a favourite shopping place for both Thai and international visitors who come to Samui and want a real Samui experience.

Every Friday night, the Fisherman Village becomes a walking street flanked by little stalls selling various things – seafood, arts, clothes, handcrafts, accessories, and more. Fisherman Village on a Friday night is an experience not to be missed – it is bustling with people but has a nice and cozy atmosphere.

Today, Fisherman Village has grown into a huge shopping street with many cafes and bars, but still has an old feel to it. If you're tired from all the shopping, choose any of the several bars on the sides of the street and just watch the world go by.

**Fisherman Village**  
*Bophut, Samui, Suratthani*  
*Open every Friday*  
*5:30 p.m.-10:30 p.m.*

# SAMUI

## Lamai Walking Street

Sunday evening is, generally, the time dreaded by several people, as the weekend officially comes to an end and the thoughts of Monday start to roll around. This is not the case here at Lamai Walking Street. Every Sunday evening, as the sun goes down, everything comes alive on both sides of the road.

By day, Lamai Beach is quiet and peaceful. Sunday night is a magical time for this place, as everything is livelier than ever. Food stalls and shopping stands pop up everywhere, selling items like clothes, swimwear, accessories, souvenirs and handmade products. The food on offer is simply to die for, ranging from easy eats like som tam and kebab to serious dishes like pad Thai.

There is a section where local products are sold as souvenirs. If you're looking for a unique souvenir that cannot be found anywhere else in the world, check out coconut shells carved into little monkeys – these little cuties take 3-7 hours to carve.

**Lamai Walking Street**  
*Lamai Beach, Samui, Suratthani*  
*Open every Sunday*  
*from 5 p.m. onwards*



# SAMUI



## The Wharf Samui

This beachside shopping destination has a retro design that transports you back to the past. Opened in December 2014, The Wharf Samui is a mall with a beautiful view of the sea and Bophut's pristine beach.

There are a few hundred little shops in The Wharf Samui, selling beachwear, swimwear, fashion items, accessories, and more. Check out Dalaya Boutique for gorgeous womenswear and accessories, inspired by travel and multiple ethnicities. Jolly Jilla sells stylish childrenswear for mini fashionistas. For flowy dresses for island life, go to Ms Carino, which also features cool accessories and other fashion tidbits like metallic flash tattoos.

For arts and crafts, explore Craft The Art for colorful home décor items. Banyat Shop makes fantastic interactive animals, such as dragons and qilins, out of ropes. Samui Coconut Soap not only sells soap bars but also home fragrances and beautiful candle holders.

**The Wharf Samui**  
62 Moo 1, Bophut, Samui, Suratthani  
Tel: +6677 425 499  
[www.thewharfsamui.com](http://www.thewharfsamui.com)

# SAMUI

## Central Festival Samui

Central is the biggest retailer in Thailand, and operates shopping malls in the most bustling cities such as Chiang Mai, Phuket, Pattaya, and of course, Samui. It also designs its malls in each destination to be different, keeping in mind the unique character of the place.

Opened in 2014, Central Festival Samui, self-described as "the most complete and largest lifestyle shopping complex in Samui", offers everything you could possibly need on this island. The 3-storey building has around 90,000 square meters of retail space, conveniently located near Chaweng's Beach Road, one of the most popular spots on Samui.

The modern and trendy shopping complex, which is the biggest in Suratthani, stands out because of its original architectural features. It

has an open-air atrium in the middle, as well as a beautifully landscaped garden area for relaxation, a kid's playground for smaller guests, and countless shops and restaurants.

Most of the big fashion brands can be found here, such as Jaspal, such as Jaspal, Jim Thompson, but there is but there is also a Night Bazaar, a zone dedicated to smaller shops selling design products, souvenirs, and handicrafts made by the locals. There are also events all year round, such as art markets, photo exhibitions, and other festivals, keeping the place alive and thriving throughout the year.

**Central Festival Samui**  
209/3 Moo 2, Bophut, Samui, Suratthani  
Tel: +6677 962 777  
[Facebook.com/CentralFestivalSamui](https://www.facebook.com/CentralFestivalSamui)





# PHUKET



# PHUKET

Phuket, nicknamed the pearl of the Andaman, is Thailand's largest island and one of the most popular destinations for both international visitors and local Thais, thanks to its pristine beaches, emerald green sea, sumptuous seafood and beautiful resorts and hotels. It's a place that avid travellers around the world want to visit once in their lifetime.

# PHUKET

*A shopper's paradise*

While the nature of Phuket makes it worth visiting at least once, what keeps people coming back for more is the bustling liveliness. The nightlife in Phuket is not to be missed. The cultural side of it is charming. The shopping experience is second to none. All of these elements come together to make Phuket a favorite destination for many.

This paradise island has an extensive variety of shopping, from crowded outdoor markets to glamorous malls, from local shops to international designer labels. Prices therefore vary, ranging from incredible bargains to credit card-melting splurges. You'll probably need an extra suitcase when you visit Phuket, but if you forgot, buying a new one won't be a problem here.



# PHUKET

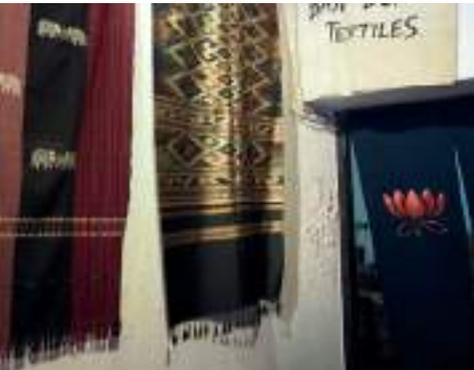
## Old Town



When you visit a place and want to get a real feel of it, the best way is to go where the locals are. You can get to know so much about Phuket at the city's Old Town area, which is around Thalang, Dibuk and Krabi Roads.

The beautiful Sino-Portuguese buildings from a century ago will blow your mind and provide great backgrounds for your Instagram pictures. Along the streets, you can imagine the glory of Phuket's past, as well as appreciate its modern feel presented in cool cafes and shops.

If you're into textiles, there are some traditional fabrics here, sold both as a piece of cloth and as a ready-made product. Ban Boran Textiles sells silk and cotton clothing from tribal sources both from Thailand and neighboring countries, as well as tribal accessories.



# PHUKET



One of the iconic landmarks of Phuket's Old Town is On On Hotel, the first hotel in Phuket which has been around since 1929. Inside the Sino-Portuguese building is Memory Shop, a small boutique store next to the lobby selling branded T-shirts, mugs and souvenirs to take home as a reminder of your visit. The hotel has specially selected antiques, high quality Phuket handicrafts, beautiful gift items as well as essential travel products and conveniences.

Art lovers will enjoy unique arts and crafts in Phuket, where Thais, Malaysian and international influences mix and mingle. Here, you will find little shops selling some amazing handmade crafts, such as Colonial Influences' carved woods, paintings, sculptures and clothes.



**Old Town**  
Thalang, Dibuk and Krabi Roads, Phuket

# PHUKET



## Phuket Indy Market

This open-air market is quite recent, but extremely popular. Located on Lime Light Avenue, Phuket Indy Market, which was opened in 2010, has a well-curated selection of “indie” products such as clothes, bags, shoes, handcrafts, accessories, home décor items, and other handmade products. The owners of the market make sure that the products sold here are not a dime a dozen – they must be truly unique and interesting to make it to this market.



**Phuket Indy Market**  
Lime Light Avenue,  
Dibuk Tad Mai Road, Phuket  
Open Wednesday to Friday  
4 p.m.-10:30 p.m.  
Tel: +668 9474 5253  
[Facebook.com/lardploykhong](https://www.facebook.com/lardploykhong)

Open only three days a week (Wednesday to Friday), this is a place where young people come to meet up, sell handmade goods, and listen to some live music. You can find cool crafts to take home with you. Since this is an evening market which opens from 4 p.m. onward only, you'll also have a nice time exploring the market when it's not too hot and sunny.

The market is divided into three zones. The first zone is for creative handmade items and arts. The second zone is for fashion products and trendy things. The third zone is for used items, home décor, and performances. The shops attending this market include regulars and newcomers, so there will always be something new for you to explore every time you visit.



# PHUKET



## Lighthouse Market

This is perhaps one of the most glamorous outdoor markets in town, or even in the country, as it is organized at marina surrounded by expensive yachts. Opened in January 2015, Lighthouse Market takes place once a month only, on the first Friday and Saturday of each month, at the Boat Lagoon, Phuket's liveliest marina. It has been very well-received by Phuket people and visitors alike.

The market focuses on three keywords: eat, chill, and shop. There are over a hundred shops here, selling food and drinks, fashion items, vintage finds, and handcrafted products. You'll also be entertained by surprises such as fireworks, live music, outdoor film screening, and more.

There are four zones in total - Food, Homemade, Gift & Hobby and Kids Zone. The seaside market opens at 3 p.m., and if you happen to be there at sunset, don't forget to check out the mesmerizing view from the top of the lighthouse. If you are tired from all the shopping and walking, there are



# PHUKET



always plenty of seats at the Lighthouse Market, as many famous restaurants set up a booth there to offer their delicacies.

### **Lighthouse Market**

*22/1 Moo 2, Thep Kasattri Road, Ko Kaew, Phuket  
Open on the first Friday and Saturday of each  
month at 6 p.m. - 10 p.m.*

*Tel: +669 5012 2442*

*[www.lighthousephuket.com](http://www.lighthousephuket.com)*

*[Facebook.com/lighthousemarketphuket](https://www.facebook.com/lighthousemarketphuket)*





## PA T II

# About THAI BRANDS

The sign “Made in Thailand” has changed its meaning over the past few decades. Initially perceived as something inexpensive of moderate quality, there have been attempts to improve the image of Thailand-made products through introduction of innovations and technology and increased awareness in design. For instance, Design Excellence Award (DEmark) was established in 2008 in order to give recognition to outstanding product design made by Thai people and Thai brands. Each year, winning products receive the DEmark logo for outstanding design, and have a chance to be showcased at other international design exhibitions.

Thai consumers are also increasingly aware of the quality of Thai brands. An apparent example would be the clothes department at department stores. Formerly dominated by foreign brands, more and more space has been designated for local labels, thanks to the skyrocketing popularity of Thai fashion brands. One of the biggest contributing factors is the formation of Bangkok Fashion Society in 2010. Bangkok Fashion Society (BFS) has been established by leading Thai fashion brands, who all share common creative ideology and working methods.

The number of members keeps growing, and together they promote Thai fashion brands by organizing events and coming up with dazzling campaigns to spice up the fashion scene in Thailand.

In 1997, Thailand Best was formed. It is a collaborative effort between the public and private sectors to encourage Thai people to consume local products, starting with Sahapat Group and branching out to other brands. Today, such products are offered at Thailand Best shops and Thailand Best Factory Outlets. The products on offer include apparel, personal care products, food and drinks, and music.

There are also more and more design awards each year, organized by government offices, design magazines, and design companies, welcoming fresh faces to the growing world of design in Thailand. These serve as motivation for Thai businesses to improve both the quality and the appearance of their products, not just to win prizes, but also to keep up with the competition. As a result, Thai products are no longer just for local consumption, but have attracted attention worldwide. Fashion and lifestyle brands, in particular, have fared exceptionally well outside Thailand.

Opportunities are also extended to smaller businesses, thanks to the emergence of social media, DIY trends, and pop-up markets. Thus, the number of Thai brands grows at a rapid rate, and Thais now have no qualms about wearing Thailand-made products. Quite the contrary, Thai brands popping up all over the local scene respond to the desire for personal expression and individuality, as modern Thais no longer want to wear or use stuff from the same big brands and end up looking like everyone else.





# THAILAND'S MOST RECOMMENDED



With so many brands on offer, it might be hard to know where to start looking. There are a few basic criteria, such as brands selected to be in big shopping malls must be of decent quality, or if they are mentioned in the press, they should be worth a try. You can let your eyes and hands be the judge, or let your heart tell you what it wants. Better yet, check user reviews on the internet to see what people say about that brand. Taking a risk is fun, sort of like an adventure, but sticking to safe choices could ensure that your money is not wasted. It's really up to you when it comes to how you shop.

Here are some of the most popular brands loved by Thais and foreigners alike, categorized into groups for your convenience. Some are well-established brands operated by a big company, while some are newcomers run by young entrepreneurs.

# A ROMANTHIE APY SPA

Organic and natural products in Thailand offer high quality and unique scents that give you a truly Thai experience. With uplifting scents like lemongrass, coconut, jasmine rice and Thai flowers, the products will remind you of your precious moments in Thailand, a pleasant olfactory reminiscence of happy memories. Here are aromatherapy and spa brands that the rest of the world knows and loves, waiting for you to discover and fall in love with them.

THAILAND IS KNOWN  
FOR ITS INDULGENT  
OFFERINGS AND THAI SPAS  
ARE AMONG THE BEST IN  
THE WORLD. SHOULD YOU  
FEEL TIRED DURING  
YOUR VISIT OR NEED  
A LITTLE PICK-ME-UP TO  
UNWIND SOMEWHAT  
STRESS-THAI SPA  
PRODUCTS ARE JUST WHAT  
YOU NEED.





## Bath & Bloom

Bath & Bloom was founded in 2002 with an aim to create happiness in the bathroom through its products which have been designed as easy tools to melt away everyday stress. Focusing on Thai scents such as coconut, mango and jasmine, Bath & Bloom has a strong commitment to use recycle packaging and natural ingredients. Among its most popular ranges is Bath & Bloom All Year Round Collection, based on the belief that happiness can be created in every month. Twelve scents have been designed to illustrate the natural offerings of each month of the year, inspired by the French countryside.

[www.bathandbloom.com](http://www.bathandbloom.com)



## Erb

Erb is a Thai aromatherapy and skincare brand which focuses on minimizing social and environmental impact as well as using ethically-sourced raw materials and ingredients. Erb products are formulated with natural and certified organic ingredients, inspired by traditional wisdom and modern femininity. Erb harnesses the power of natural ingredients using the latest scientific innovations, resulting in products that deliver exceptional benefits and induce a delightful sensorial experience and traditional Siamese indulgences, bringing a touch of bliss to modern life. A unique service that Erb offers is Erb Fleurfume Bar, where customers can make their own scent by selecting from dozens of available notes, with the option of designing their own bottle. Pampering treatments are also available.

[www.erbasia.com](http://www.erbasia.com)

## Harnn

The natural body care, skincare and home spa brand uses natural botanicals from traditional herbal medicine and scientific research. Using the finest natural active ingredients, along with the Asian holistic approach to wellbeing, our products help restore the natural balance of the body and mind, the brand positions itself as a contemporary luxury Asian inspired lifestyle brand. At its core is the belief that the universe is the combination of five elements: Fire, Earth, Wood, Metal, and Water. With the knowledge of the characteristics and relationships of each element in mind, Harnn designs scents to complement each element suitable for each individual. Its indulgent products and services offered at Harnn Heritage Spa have won several accolades, such as the Best Design Excellence Award (Demark) and the World Luxury Spa Awards.

[www.harnn.com](http://www.harnn.com)



## Panpuri

One of the most globally acclaimed Thai spa brands, Panpuri has a long list of awards and recognitions to prove its quality. Established in 2003, the brand offers home ambiance, bath and body, and skincare products, along with pampering sessions designed to restore physical and emotional balance. Since its early years, the significant growth prompted the brand to expand globally, and Panpuri now has a strong presence in Australia, China, Hong Kong, New Zealand, Qatar, and Germany, among others, or 27 countries in total. The materials used, from its products to the accessories in the spa, are natural and organic. Opulent and indulgent, Panpuri is a modern-day lifestyle brand with an Eastern philosophy that will certainly pamper you inside out.

[www.panpuri.com](http://www.panpuri.com)



## Thann

Established in 2002, Thann has been offering wellness products with natural ingredients and contemporary design ever since. Thann features a wide range of natural hair and skincare products formulated from botanicals derived by combining the art of natural therapy with the modern dermatological science, with an aim to offer a lifestyle of total wellness. Providing the core ingredient for Thann's extensive range of products is the Vitamin E-rich extracts of rice bran oil deriving from the *Oryza sativa*, commonly known as rice, that unique staple of Thai subsistence for over five millennia. Thann is also the first brand to use Nano Shiso extract as a key ingredient for skincare products. Thann Sanctuary Spa, which offers relaxing treatments using its products, was voted one of 2006's Top 55 Best Spas by Conde Nast Traveler.

[www.thann.info](http://www.thann.info)



## Soap Kitchen

The brand originated in the kitchen when its founder Alisa Phibunsiri started making homemade soap with her mother at their home, inspired by edible delights. After trials and errors, they were able to make soaps that smell good enough to eat, and are great for the skin, too. Its scents include Lemon Meringue, Mango Sticky Rice, Downtown Brownies, and other mouthwatering scents that will make your shower session more pleasant than ever. Today, she still produces a small batch at a time to ensure good quality. Since the brand launched in 2012, the order has been piling up, but Alisa and her mother still insist on keeping this business on a hobby scale, so that they can make sure every bar of their soap is skin-friendly, high-quality, and delicious-smelling.

[www.soapkitchenbkk.com](http://www.soapkitchenbkk.com)



## Orn

Orn is a brainchild of two Thai ladies who share a strong passion for fine scents. Initially Swiss-based, thanks to its popularity, the owners decided to introduce the brand to the growing fan base in Thailand. The scents are inspired by exotic Thai flowers, made in France to ensure the best quality, and sold internationally. It also offers perfumed ornaments, made with special materials that retain scent for several hours to keep you smelling heavenly all day long. Perfumed ceramic products are also on offer for those looking to freshening up their home ambiance.

[www.ornperfume.com](http://www.ornperfume.com)



# LIFESTYLE

SHOPPING PRODUCTS IN THAILAND IS A DEAL THAT YOU CAN HUNT FOR. FINDING ITEMS AT CHATUCHAK MARKET BOOSE THROUGH DIY CRAFTS AT MARKET BOOTHS AT THE ANNUAL BIG BANG FAIR. USUALLY HELD IN APRIL AND OCTOBER. SELLING ON LOCALITY ITEMS AT GLITZY MALLS. FINDING ITEMS IN MODERN MINIMAL ORIENTAL ORGANIC OR ANTI-GAUGE. HATE IT? STYLE APPEALS TO YOU CAN BE FOUND IN THAILAND. USUALLY AT A FRACTION OF THE PRICE IN OTHER DESIGN CAPITALS.

Popular lifestyle products in Thailand are decorative items for home, handicrafts, textiles, toys, stationery, and household products. Over the years, consumers have come to look for not only functionality but also great design. Thus, Thai designers put their creativity into their work, transforming ordinary consumer products used in everyday life into original products with unique design and excellent function, using high-quality materials and exceptional Thai craftsmanship.

As you can see from various aspects of Thailand – its exquisite temples, beautiful culture, and elaborate textiles – Thailand has a long history of arts and crafts. It has also received a lot of international influence over the years, and Thai designers have embraced foreign arts by adapting them to Thai styles. Thus, you can find products of various styles here, from cutesy Japanese-inspired patterns to futuristic minimal feel. Thai craftspeople are known for their meticulous skills, so you will be spoiled for choice when it comes to high-quality products. With these well-designed lifestyle products, you can take home with you a stylish slice of Thailand, and be reminded of your great experience here.





### Jim Thompson

While Jim Thompson probably doesn't need much introduction, as it is already regarded as the top silk brand in Thailand, what you might not know is that there's more to Jim Thompson than silk. Every year, it works with top artists to create its textile and wallpaper collection for home décor use. Fabrics, wallpapers, and trimmings in the brand's Home Furnishing collection are available in intricate design and fine materials. Known for its silk fabrics, clothing, accessories and, lately, home furnishings, Jim Thompson has been widely acknowledged for its distinctive design and tasteful sophistication. The home of the founder houses some incredible arts and antiques, so don't forget to check it out if you want some inspiring design ideas.

[www.jimthompson.com](http://www.jimthompson.com)



### Busaba Craft & Design

One of the most popular fabrics in Thailand is pha khao ma, a soft cotton in colorful checkered print. In the past, it was often associated with farm life and rural lifestyle, but recently, it has been modernized by several brands which give pha khao ma a new and improved look, making pha khao ma relevant once again to the modern, urban life. Busaba Tuasupap, a former designer, turned Thai-style loincloth into lifestyle products such as bags, shirts, scarves, keychains, and cloths for any use. Her works are now a part of her recently opened café Busaba Craft Design Café in Ayutthaya province.

[www.busabaonline.com](http://www.busabaonline.com)



## LI ESTYLE



## *Lalama, Naraya*

Naraya is always packed with shoppers any given day of the week, and it is not hard to see why. The brand offers a variety of products made from different fabrics to respond to the needs and uses of every age group and for every occasion, at a wallet-friendly price. Its signature fabric is shiny satin, available in many colors. Another reason why you should shop here is that Naraya supports small entrepreneurs and employs Thai staff for production. Its bags and accessories are produced by artisans in rural Thailand, and the company now has employed 3,000 people in villages all over the country. Thanks to its popularity, it has opened an outlet in Hong Kong, with official distributors in Dubai, Slovakia and Indonesia.  
[www.lalama.com](http://www.lalama.com), [www.naraya.co.th](http://www.naraya.co.th)



## LI ESTYLE

## *Tareeya*

Founded in 2013, Tareeya is a Thai brand that offers a fresh take on Thainess. Elements that represent Thai lifestyle are given a sweeter, cuter look using pastel colors and simple lines. Tareeya's patterns range from Thai desserts to Thai elephants, from tuk-tuk to children's board game. While it started out as work for two, something the owner Atchareeya Jirayus and her husband did as a small-scale business, the business grew bigger and their products, which include bags, scarves, pencils, and keychains, are now featured in selected branches of big shops like King Power Duty Free, B-Trend, Loft and Asia Books.

[www.tareeya.com](http://www.tareeya.com)



## LI ESTYLE

### Labrador

Labrador believes in free and independent thinking without limitations. The young and energetic minds of creative designers products with simplicity and minimalism design concepts.

All the products are handmade and have a bold and unique character of design. They believe in using the high quality of raw materials to make beautiful products. This ensures a very high du-rability of the product range. It also ensures that the waste is easily recyclable. Like their products, Labrador love environment and ensure that all of their products are eco friendly and waste is mini-mized and easily recyclable.

Labrador has won several awards, especially design awards, such as Demark ,Gmark ,PM award and Thailand Trust Mark

Nowadays, Labrador have partners worldwide, such as France, Poland, Malaysia, Taiwan, China, Philippines, Hong Kong. They have their own 4 shops in Bangkok,

[www.labradorfactory.net](http://www.labradorfactory.net)



## LI ESTYLE



### Mind Millinery

Inspired by the big floppy sun hat that Audrey Hepburn always wore, Khunteera "Mind" Pachimsawat has always loved hats, but had trouble finding the ones she truly loved. Her solution was simple - she decided



to take a course in millinery in the UK. Upon her return, she started making her own hats, which were so unique they caught many people's attention. She started making hats for a small group of acquaintances, in a style she describes as fancy and flamboyant. Later, she launched her brand Mind Millinery, which was initially sold at a department store in Singapore, before opening her first store, which is Thailand's first ever hat studio, at Central Embassy in Bangkok.

[www.mindmillinery.com](http://www.mindmillinery.com) ,  
[www.instagram.com/mindmillinery/](http://www.instagram.com/mindmillinery/)

# ASHTION

BANGKOK IS SET TO BECOME THE FASHION CAPITAL OF THE REGION WITH EVENTS LIKE BANGKOK INTERNATIONAL FASHION WEEK (BIFF) AND ELLE FASHION WEEK TO PROVE ITS STATUS AS THE FASHION LEADER OF ASIA WITH THE MINISTRY OF INDUSTRY ACTIVELY PROMOTING FASHION THROUGH PROJECTS SUCH AS DESIGNERS THINK TANK TO GROOM LOCAL TALENTS AND A CAFFEIN IN THE FASHION INDUSTRY. THAILAND HAS WITNESSED A MASSIVE GROWTH IN THE FASHION INDUSTRY AND RETAIL INDUSTRY WITH THOUSANDS OF BRANDS COMING TO PLAY.

Everywhere you go, you can find apparel and accessories. A stroll along the beach will take you to little huts selling batik dresses. A walk on Khao San road might tempt you to buy edgy Muay Thai shorts or fisherman pants. And of course, there are dozens of glitzy malls packed with sartorial offerings at your disposal.

And by “designer”, the definition is not only limited to the maker of high-end luxury products. Thailand offers an eclectic mix of fashion items, ranging from affordable wear-and-toss items to exquisitely made ones perfect for family heirloom. In this chapter, we will take you through Thailand’s fashion world, divided into designer brands, high street labels, affordable grabs, accessories, and another emerging sector in the market – childrenswear.



□ASHION  
Designer Brands

### Anchavika

Anchavika is not your average fashion boutique. If you're searching for something really out-of-this-world, Anchavika won't disappoint you. Enigmatic and magnificent, Anchavika, created by Anchalee Vikasidnakhakun in 2012, is a brand that you can immediately recognize. A unique choice for any flashy girl, the design features unusual inspirations such as Japanese yaguzas, tattoos and female punk rockers. Every dress makes a statement, a loud and clear one that says edgy, unabashed, and confident.

[www.anchavika.com](http://www.anchavika.com)



□ASHION  
Designer Brands

### Asava

Polpat Asavaprapha, founder and designer of Asava, is also the head of Bangkok Fashion Society (BFS), an alliance of Thailand's top fashion brands. He spent a decade living in the US, and his experience in the Big Apple is often portrayed in his collections. Designed for modern, confident and sophisticated women, the aim of Asava's design is to let the wearer feel comfortable, effortless and confident. Polpat wants women to look good wearing these pieces without feeling constrained or uncomfortable. Classical elements undergo new contexts to arrive at implied, redefined elegance in a sole purpose of self-fulfillment. Since its birth in 2008, the brand hasn't wavered from its original aim of bringing the reinterpretations of classical timelessness to modern women thriving in the fast paced world.

[www.asavagroup.com](http://www.asavagroup.com)



□ASHION  
Designer Brands



Boyy

Wannasiri Kongman, also known as Boy, met Jesse Dorsey in New York. Their collaborative brainchild Boyy was born out of their genuine passion for design. Boyy's premier collection was launched in 2006 and generated a big buzz. Incredibly successful in Thailand, now Boyy bags are also available in the US at the upscale New York retailer Bergdorf Goodman. One of the bestselling models is the Slash bag, loved for the convenient zip flap closure and expansion body zip – perfect for going out and about in the big city. Boyy bags have been spotted on the arm and shoulder of A-listers like Sienna Miller, Christina Ricci, Chloe Sevigny and Sarah Jessica Parker.

[www.boybag.com](http://www.boybag.com)

□ASHION  
Designer Brands



Milin

If sweet but seductive clothes are what you're after, you'll find them here at Milin. Vibrantly coloured, Milin's dresses are the epitome of femininity – sweet, mysterious, flirty and irresistible. Milin Yuvacharuskul, the brand's owner and designer, has been in the fashion industry for over a decade. The brand Milin was launched in August 2009, and was soon approached by big fashion event Elle Fashion Week to grace the runway. Her collections are based on three keywords: elegance, sensuality and rebellion. Her clothes are now sold in selective shops in Singapore and Hong Kong.

[www.milin.com/shopping/](http://www.milin.com/shopping/)



□ASHION  
*Designer Brands*

*Curated by Ek Thongprasert*

Ek Thongprasert is a Belgian-based Thai designer who bridges the worlds of fashion and art. The only Thai national to be an alumnus of the Fashion Department of the Antwerp Royal Academy of Fine Arts, Ek won the highly coveted International Talent Support award in Italy in 2007 and founded his eponymous label in 2008, offering vividly coloured accessories. American actress Gabrielle Union was spotted wearing an Ek Thongprasert necklace at her engagement bash. In 2013, he launched Curated by Ek Thongprasert, whose essence is pure uniqueness and originality. His apparel collections are often inspired by arts, from Neo-Impressionism to African culture. Pure, minimal and conceptual, his design is poetic yet modern and relevant, edgy yet elegant, avant-garde yet classic.

[www.curated.co.th](http://www.curated.co.th)



□ASHION  
*Designer Brands*

*Greyhound*

The story of what would later become the Greyhound Empire began back in 1980, when a few friends got together to do something they loved – fashion. Greyhound was one of the first ready-to-wear stores in Siam Square, Bangkok's most stylish area, and has since continued to dominate the fashion scene in Thailand. The brand later branched out to Playhound, Project 1.1, Greyhound Café, and more, offering more than just fashion. Greyhound Original offers iconic pieces of modern and minimal clothing and accessories inspired by graphic design. Edgy and often radical, the clothes are a reflection of freedom and creativity. Greyhound boutique also expanded abroad through leading department stores and multi-brand boutiques in South Korea, Singapore, Indonesia, Vietnam, Japan, Switzerland, Austria, Russia and Israel.

[www.greyhound.com](http://www.greyhound.com)



□ASHION  
Designer Brands

Sretsis



In case you were wondering what's in the name, it's "sisters" spelled backward. Created by three fashionable sisters, Sretsis has been a big name in the fashion scene since 2002, and is now loved globally, especially in Japan, where the brand has its own Sretsis Inn to showcase its girly, immaculately cut clothes. Driven by fantasy, Sretsis's design is dreamy, edgy, and quirky, made for girls who aren't afraid to stand out from the crowd. A visit to Sretsis Flagship Store at Central Embassy is a trip to another realm, where dreams are reality, and everything is possible. The library-themed store offers a well-curated selection of fantastic items from the brand's most recent collection. You'll find yourself blissfully lost in the world of Sretsis.

[www.sretsis.com](http://www.sretsis.com)

S'uvimol

Having enjoyed a successful career in the Crocodile farm as the world's largest crocodile in capacity and zoo industry, S'uvimol launched their eponymous handbag line, with one simple desire to create the most comfortable and timelessly stylish staple for every contemporary women's wardrobe: The first Thai designer's crocodile bag brand. Since this encouraging start, S'uvimol's range of fashionable essential has continued to expand, with the introduction of the S'uvimol Baby line – super cool kids clothing brand that you and your little one will love, baby conscious sibling of the signature crocodile handbag and crafted from the same premium crocodile leather products.

[www.suvimolbkk.com](http://www.suvimolbkk.com)



□ASHION  
Designer Brands

Kwankao

For premium-quality wardrobe basics with a simple in style but with a dose of cool, Kwankao is what you need. Its designs are detail-focused, sexy and help bring out your feminine allure. The perfect portrayal would be its owner Kwankao Svetavimala, who is also the brand's design director. She began her career in the entertainment industry in 2001, an experience which surrounded her with well-dressed people. She found the eponymous label in 2011, for the purpose of fulfilling her dream and her vision of creating wearable clothes for women based on three keywords: chic, chill and cool. Each piece can be easily mixed-and-matched to create the look you want – whether you are a confident girl, party girl, or girl of many moods.

[www.kwankao.com](http://www.kwankao.com)



□ASHION  
High Street



CPS

If it's good enough for Kendall Jenner, it's definitely good enough for us. CPS, for its Spring/Summer 2016 collection, used Jenner as its presenter in a multimillion baht campaign. The high street fashion brand sells trendy clothes inspired by different sub-cultures, such as Bohemian, glam rock, and even goth. The brand combines cutting edge design and attention to detail, bringing out spirit, emotion and imagination from diverse styles. If you want to know how popular the brand is, check out the store during its mid-year and end-of-year sale, during which it offers up to 70% off. It's madness at its finest.

[www.cpsclothing.com](http://www.cpsclothing.com)

FQ&L

Designed for young women in the corporate world, FQ&L clothes are both fashionable and formal. Its office-friendly apparel has the right mix between casual and corporate, while the more casual pieces are perfect for Thailand's year-round summer weather. A section is dedicated to cool menswear, exuding a city guy vibe. The fast-fashion brand follows the latest trends and translates them into accessible and affordable pieces that are never out of style.

[www.facebook.com/FQL332486763432142/](http://www.facebook.com/FQL332486763432142/)



□ASHION  
High Street



Jaspal

In passing, Jaspal, owned by one of Thailand's biggest fashion company Jaspal Group, looks like an international brand, with the same level of sophistication and quality as leading global labels. Featuring glamorous pieces for women and dapper apparel for men, Jaspal is a leading brand found at most department stores. Classic design meets meticulous cutting, resulting in pieces that are time-relevant and fashionable, with a playful twist that makes dressing up more fun. Recently, following the Star Wars craze, the brand released Star Wars Collection, which sold out almost immediately.

[www.jaspal.com](http://www.jaspal.com)



Lyn Around

Think unicorn, cotton candy, and sugary colors. Lyn Around appeals to the feminine side of us with pastel palette and girly design. The revolutionary brand of clothing and accessories was launched in January 2011, customized to fulfill young girls' niche desire for playful and unique fashion.

Lyn Around philosophy captures a delicate splendor of French flair and quirkiness of Japanese Pop culture, an unusual marriage of styles punctuated by sweet and fun freshness. Vibrant colors, jolly prints and crisp details come to play in collections of girly items for girls who choose to express their feminine side in a fun, quirky way.

[www.lynaround.com](http://www.lynaround.com)



□ASHION  
High Street



### Motif Official

Minimal is the name of the game for Motif Official. It started as an online concept store specializing in women's apparels and accessories, and soon launched its own stores at Zen and Siam Discovery. It believes in the concept of minimalism, with attention to details, shapes and silhouettes. The pieces are designed and produced in-house by the brand itself. Design-wise, Motif Official aims to bridge the gap between fast-fashion and the luxury market. Its collections are based on clean and modern cult garments that will last more than a season long. True classics with a twist, all hand made with the highest quality by our fine tailors, these pieces are the perfect addition to any woman's wardrobe.

[www.motifofficial.com](http://www.motifofficial.com)

### Misty Mynx

Sassy, sexy and self-confident are the qualities of a true Mynx Girl. The lifestyle wear brand offers sportswear, resort wear, and casual wear for urban girls who live life to the fullest, fashionably. Misty Mynx is a clothing brand that represents the contemporary lifestyle of modern women – women who work hard yet are able to enjoy each moment they are in. It is all about sassy yet comfortable womenswear—playful light fabrics, warm palettes and fun designs. The pieces are casual yet sexy, comfortable yet cool. At the gym, on the beach, in the mall or in a party, a Mynx Girl stands out from the crowd with her striking style and seductive confidence.

[www.mistymynx.com](http://www.mistymynx.com)



□ASHION  
High Street



### The Parrot

The Parrot was based on its founder's frustration. Pimsiri Nakwasdi had clothes for work, and she had clothes for partying. She had none that could be worn to both occasions. That inspired her to come up with work-friendly, party-ready clothes that are affordable. The Parrot is an apparel brand with an all-day concept, perfect for urban fashionistas who don't have time to go change after work before hitting the party scene in the evening. Asian ladies with a smaller frame will particularly



love this brand, as the designer makes sure it complements Asian women's shapes.

[www.facebook.com/  
TheParrotBangkok/](http://www.facebook.com/TheParrotBangkok/)

### Urban Studio

For something hip and young, check out Urban Studio, a local fashion brand designed for the young ones and the young-at-heart. It is a fashion studio full of creativity which provides both menswear and womenswear, as well as lifestyle products for people with style, those who seek quality, newness and basics with a twist. It is street fashion brand that fuses global trends with Thai elements. In 2014, the brand had a special project in which it gave Thai textiles a modern spin, making the products more relevant to a younger crowd, through the use of traditional Thai textiles, making ancient design relevant once again.

[www.facebook.com/URBANSTUDIO.  
Fanpage/](http://www.facebook.com/URBANSTUDIO.Fanpage/)



□ASHION  
*Affordable*



### Old Skull

Bold graphics meet comfy T-shirts with a price tag that doesn't break your wallet. Old Skull is a Thai brand with the slogan "T-Shirt & Clothing for Everyday Wear". It features new age vintage style which first appears as a result of a strategy of market segmentation. The brand was born at a time when men were looking for a modern but vintage T-shirt style, two adjectives that are seemingly oxymoronic, yet come together beautifully on Old Skull's T-shirts. The brand has four main lines - Old Skull Ultimate offering new vintage T-shirts, Old Skull Express offering prints made with high-definition digital transfers, Old Skull Acid offering dark colors, and Old Skull Tai-yo offering retro-style graphics.  
[www.olds skullthailand.com](http://www.olds skullthailand.com)

### Thongyoy

Vintage style doesn't have to cost an arm and a leg. Thongyoy, one of the oldest and most successful brands at Platinum wholesale mall, is a Thai brand that revisits classic floral prints and designs without compromising comfort level. A total look costs you under a thousand baht only. The best part is Thongyoy cloths are incredible inexpensive, while the quality is good enough for them to remain in your wardrobe for years. The stretchy fabric means women of all sizes can enjoy Thongyoy's feminine design. According to its owner, some of its regulars have over a dozen dresses in the same design because they are very comfortable. Casual, classy and comfortable, what more can you look for in a dress.  
[www.facebook.com/thongyoyofficial/](http://www.facebook.com/thongyoyofficial/)



□ASHION  
*Affordable*



### Viris Zamara

Designed for modern, trendy women who work hard and play hard, Viris Zamara offers hip clothes that make them sensibly fashionable. The pieces have been designed to allow endless mix-and-match possibilities, making them great for any occasion, from work to holiday. The style is classic with a trendy twist, which means they can be a part of any outfit in any season. Viris Zamara also has plus size apparel in simple but chic designs. You can also check out its made-to-order service on its website.

[www.viriszamara.com](http://www.viriszamara.com)



### No Problem T-Shirt

A good T-shirt is like a good piece of art that you can wear to reflect your attitude. No Problem has been a key player in Thailand's T-shirt industry for a few decades now, since it opened its first store in 1988. Today, the company has branched out to three sub-brands, namely No Problem Sport, No Problem Teen, and No Problem. Offering simple graphic tees in fun design, its T-shirts make a good fashion statement and great souvenirs for friends. Available in various styles and designs, you can always find the right T-shirt for your mood here. The slogan is "A Good T-shirt for Everyone" and the concept is "Nice Place for the Best T-Shirt".  
[www.noproblem.co.th](http://www.noproblem.co.th)





## DECK Funglasses

Dubbed a “skateboard sunglasses brand”, DECK Funglasses was created by Thailand’s top rapper Joey Boy. As street fashion becomes more and more popular, he had an idea to make sunglasses that are more fun using three keywords – street, sport and smart. The sunglasses are made with skateboard wood, and the wood’s natural pattern means each pair of sunglasses is unique. The fun colours make DECK Funglasses a cool addition to your street look. Try Popcorn Black 3D sunglasses with one blue lens and one red lens, or Owl Pink L’Amour with hot pink frames and matching lenses.

[www.deckthailand.com](http://www.deckthailand.com)

## Croon Shoes

Named one of the 100 hottest shoes of 2013 by Vogue UK, Croon is the shoes label that you shouldn’t miss when you are in Thailand. Inspired by vintage style, the shoes have girly elements such as glitter and sweet colors. The designer’s focus is to make comfortable shoes that can match any style and look. Croon is worn by Thailand’s top fashion icons. The shoes are now sold online and at Kloset shops, as the owner is one of Kloset’s top designers.

[www.facebook.com/Croon.Bkk/](http://www.facebook.com/Croon.Bkk/)



## Moo Eyewear

If you believe the eye is the window to the soul, you will believe in finding the right pair of glasses. Julalak Piyasombatkul, founder of Moo Eyewear, began by designing eyewear that best reflected her personality, something she would personally wear, using non-mainstream materials like porcelain. Her products are aimed at niche customers who share her lifestyle – cool urbanites who are not afraid to be themselves. Baroque Eyes collection, inspired by baroque art, was launched at London Fashion Week Autumn Winter 2011 in February 2011. The brand began by selling at Browns multi-store in the UK and became an instant success. Her creations are a result of her passion in two things – vintage furniture pattern and tea drinking culture.

[www.mooneyewear.com](http://www.mooneyewear.com)



## March Shoes

Funky design and high-quality materials make March Shoes, a Thai brand established in 2011, perfect for stylish girls on the go. Bold prints, heavy glitter, and fun colors are used in various designs for all occasions, from a stroll along the beach to a wild party. They are also comfortable to walk in – a major plus for those whose lifestyle involves a lot of walking. March Shoes are now available at leading department stores such as Mega Bangna, Siam Paragon and The Emporium.

[www.facebook.com/Marchshoesbangkok/](http://www.facebook.com/Marchshoesbangkok/)



## Lyn

Shoes are a girl’s best friends. Well, bags too. Lyn is a Thai fashion franchise which sells shoes and bags designed for urban women who want both style and comfort. The brand has been around since 2001 and has wooed women with on-trend, cutting-edge design at an affordable price. Fashion-forward and functional, Lyn shoes are available in edgy styles with unexpected details as well as classic ones. Lyn shops also dedicate a corner to bags with the same design philosophy. Today, Lyn has over 30 shops in Thailand and overseas branches in the Philippines and Malaysia.

[www.facebook.com/LYNshoes/](http://www.facebook.com/LYNshoes/)



□ASHION  
Childrenswear



Little Sister

A spin-off from the famous clothing brand Sretsis, Little Sister is a brand for little girls with a sense of style. Classic silhouettes such as puffy sleeves and fluffy dresses are inspired by the brand founder's fond memories of what she wore when she was a little girl. Designed to suit little girls aged 2 to 8, Little Sister focuses on both fancy dresses for special occasions and pieces for everyday use. The brand operates on a non-season basis, and some pieces are a reflection of Sretsis's clothes, to fashionable mother and daughter can match in style.

[www.sretsisuper.com](http://www.sretsisuper.com)

Paula and Baby

Paula Buttery is a well-known model, an actress, a mother, and the proud owner of Paula and Baby brand. Clothes, accessories, and baby toys offered by Paula & Baby, a Thai-based clothing brand for babies and children, are adorable, simple, and easily washed. The apparel is sweet and sophisticated, available in simple colors so they can be mixed and matched with anything in the wardrobe. The range includes rompers, dresses, chino shorts, polo tees, hair bobbles and hair clips. A Paula and Baby kid is an effortlessly stylish one.

[www.paulaandbaby.com](http://www.paulaandbaby.com)



LittleFox

The most recent addition to the bustling childrenswear scene in Thailand, LittleFox is a fashionable childrenswear brand debuting in the Spring/Summer 2016 collection. Designed for girls and boys age between 2-7 years, LittleFox focuses on comfort and style. Colorful and fun, the pieces are inspired by children's favorites – animals, fun colors, cute graphics and endless imagination. Its first collection is titled "The Garden of Earthly Delights", inspired by a day out in Hyde Park, London, where children

come to play and unleash their adorable innocence.  
(Instagram : [littlefoxclub](https://www.instagram.com/littlefoxclub))



DekTay

Designed by Thailand's top hip hop artist Way Intachai and his wife Rybena Intachai, inspired by their twins, DekTay is a cool childrenswear brand with a unique style. Way is from a famous hiphop group Thaitanium, and known from his cool, urban street look; a man of style that pays a lot of attention to his outfits. Naturally, the same can be expected from how he dresses his kids. The clothes for girls are non-girly and a bit rebellious, while boys' clothes are edgy with a hip hop attitude. Fashionable and functional, the apparel is kid-friendly with high-quality materials, meticulous cutting, and attention to details. From the label and the zipper to the cutting, everything is designed to make sure children feel comfortable in DekTay clothes.

[www.facebook.com/Dektay-Brand-792235847471841/](https://www.facebook.com/Dektay-Brand-792235847471841/)





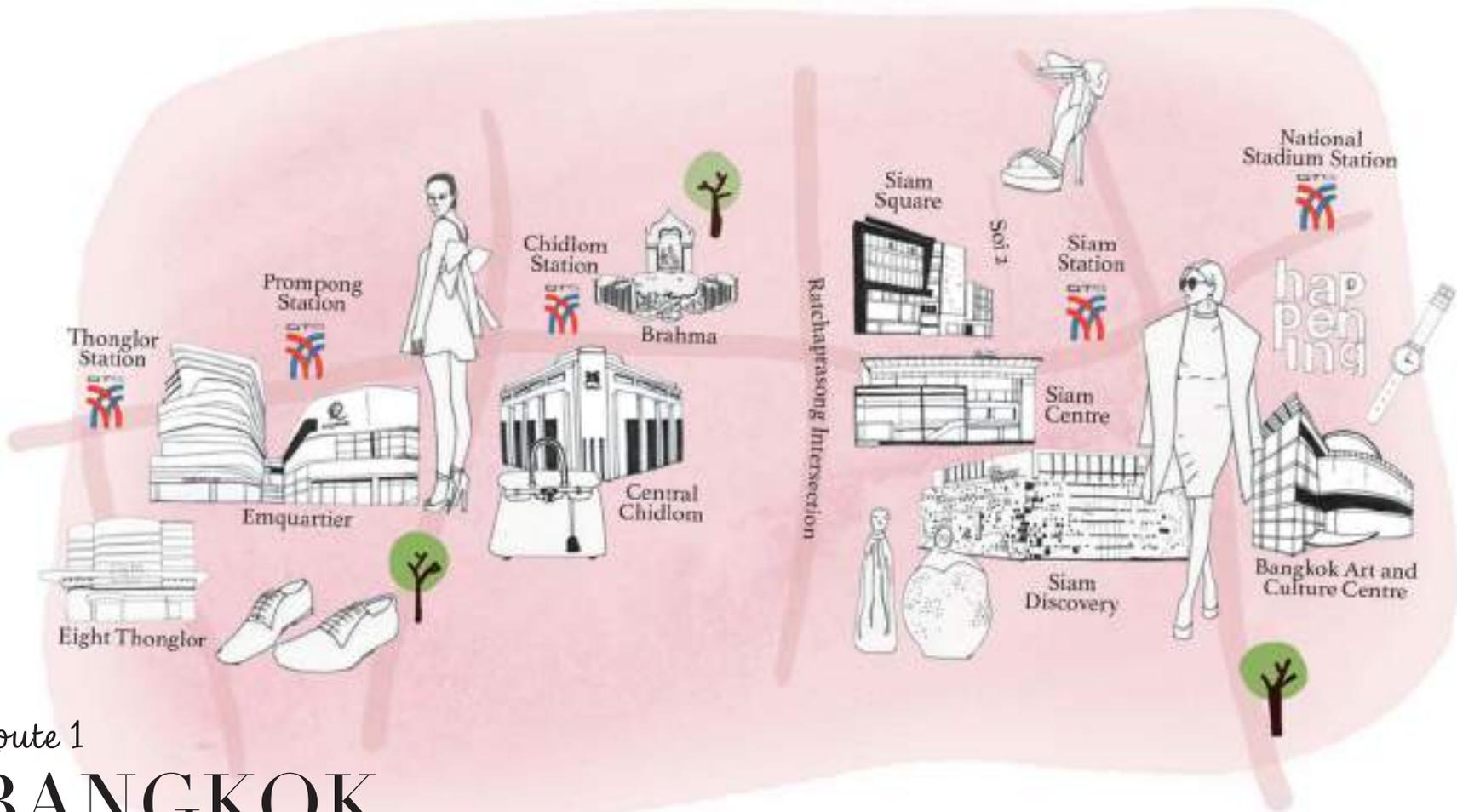
MAP □ OUTES

# Shopping

Sure, you may have access to Google Maps and TripAdvisor at your fingertips, but information overload can make it even harder to plan your trip. With so many things to do, see, eat and explore in Thailand, it can be easy to get sidetracked and end up not making the most out of your visit.

Here are seven recommended routes which promise you a great time, a diverse experience, and great shopping opportunities. The routes cover must-do, must-eat, and must-visit attractions that will enrich your trip and make your stay more enjoyable.

The routes in Bangkok include everything from downtown luxury malls to riverside community malls to allow you to experience various angles of Bangkok. There are also routes outside Bangkok – Chiang Mai, Phuket, Samui, Hua Hin and Khao Yai, for you to learn more about Thailand and Thai ways of life.



# Route 1 BANGKOK

## Shopathon in the city

**Traffic can be really bad in Bangkok, but you don't have to go through that torment if you take the BTS. The BTS goes to the best shopping venues in Bangkok, and takes just a few minutes from one station to the next. Why waste time on the road when you should really be shopping?**

All the best shopping places in Bangkok are right by the BTS line. Whether you're looking for cheap finds at Chatuchak Market or want to treat yourself to some luxury items at Siam Paragon, you can just hop on the BTS and be on your way.

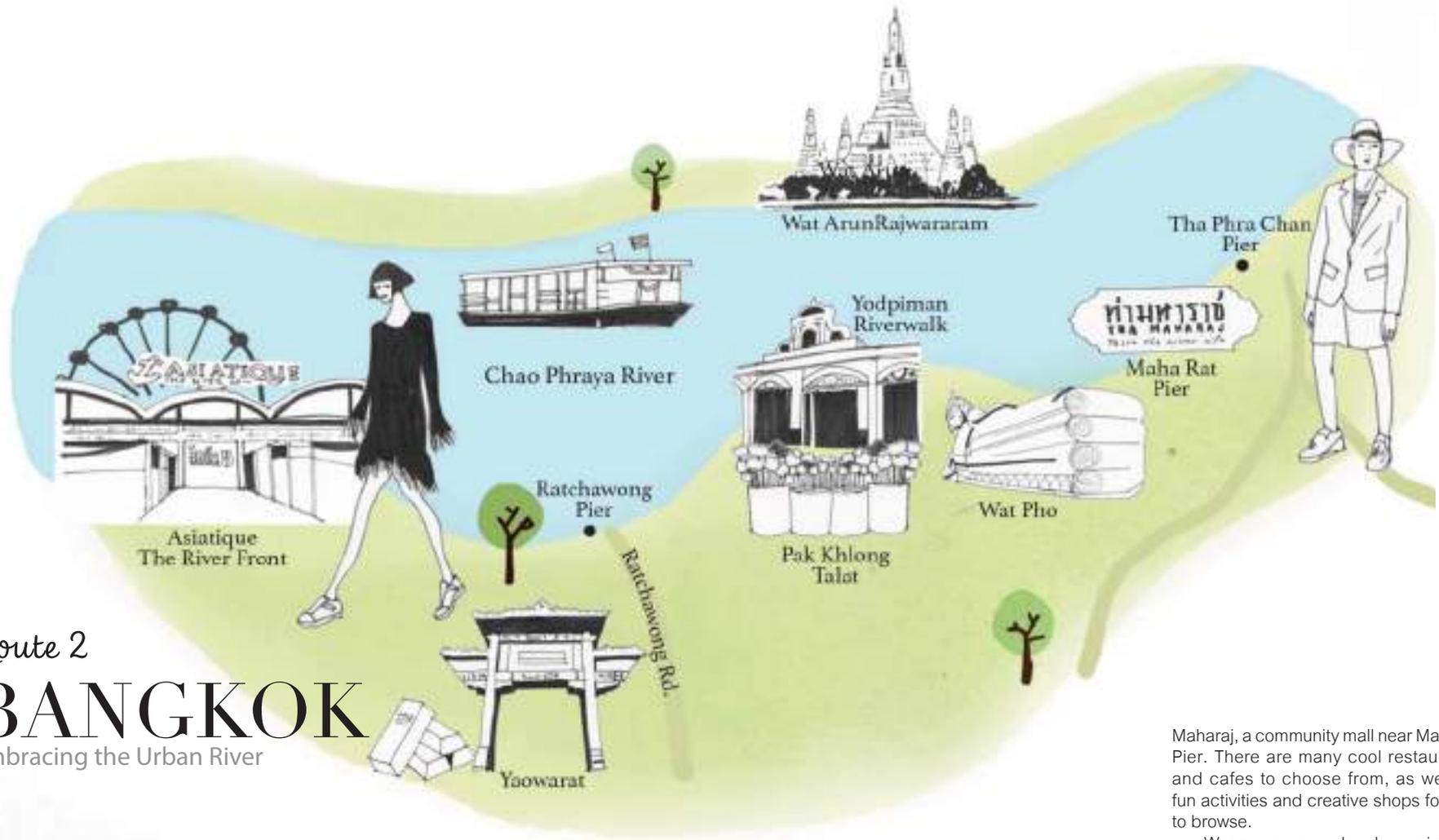
Most shopping malls open at 10 a.m., so that's the ideal time to start your

journey. The best way is to visit indoor places first, and leave outdoor ones to the evening when the weather is less hot. Siam station is connected to several shopping venues – Siam Paragon, Siam Square, Siam Discovery, Siam Center, Siam Square One, and CentralWorld.

Go to Prom Pong Station and fill up your stomach at lunchtime at EmQuartier,

which features a multi-storied hub of dining in the Helix building. While you're there, you can also check out the shops on that side, or cross to The Emporium for more luxury brands.

From there, you can continue to Thonglor for niche boutiques and a wide array of upscale eateries and bars to wrap up your day.



## Route 2 BANGKOK

Embracing the Urban River

**Chao Phraya River is the most important river in Bangkok, a source of life and lifestyle for Bangkokians. On both banks of the river are iconic places such as ancient temples, luxury hotels, communities, and shopping venues. You can learn about the lifestyle of Thai people and enjoy shopping simultaneously.**

Start your morning at Wat Arun, an exquisite temple believed to be built in Ayutthaya era, known as Temple of Dawn, sunrise is particularly beautiful here.

Not far from it is Ratchawong Pier, which will take you to Yaowarat Road, or Bangkok's China Town. Here, you can

try delightful street food and shop for clothes, accessories, jewelry, and more. It is also home to some of Thailand's oldest gold shops like Hua Seng Heng and Tang To Kang.

To cool down at midday, visit Tha

Maharaj, a community mall near Maharaj Pier. There are many cool restaurants and cafes to choose from, as well as fun activities and creative shops for you to browse.

Wrap up your day by going to Saphan Taksin Station, which you can connect to Asiatique the Riverfront, a sprawling night market by the river, where cool and creative items can be found. There is also Asiatique Sky, a gigantic Ferris wheel which offers a stunning view of Bangkok.

# Route 3 HUA HIN

Sea for Inspiration



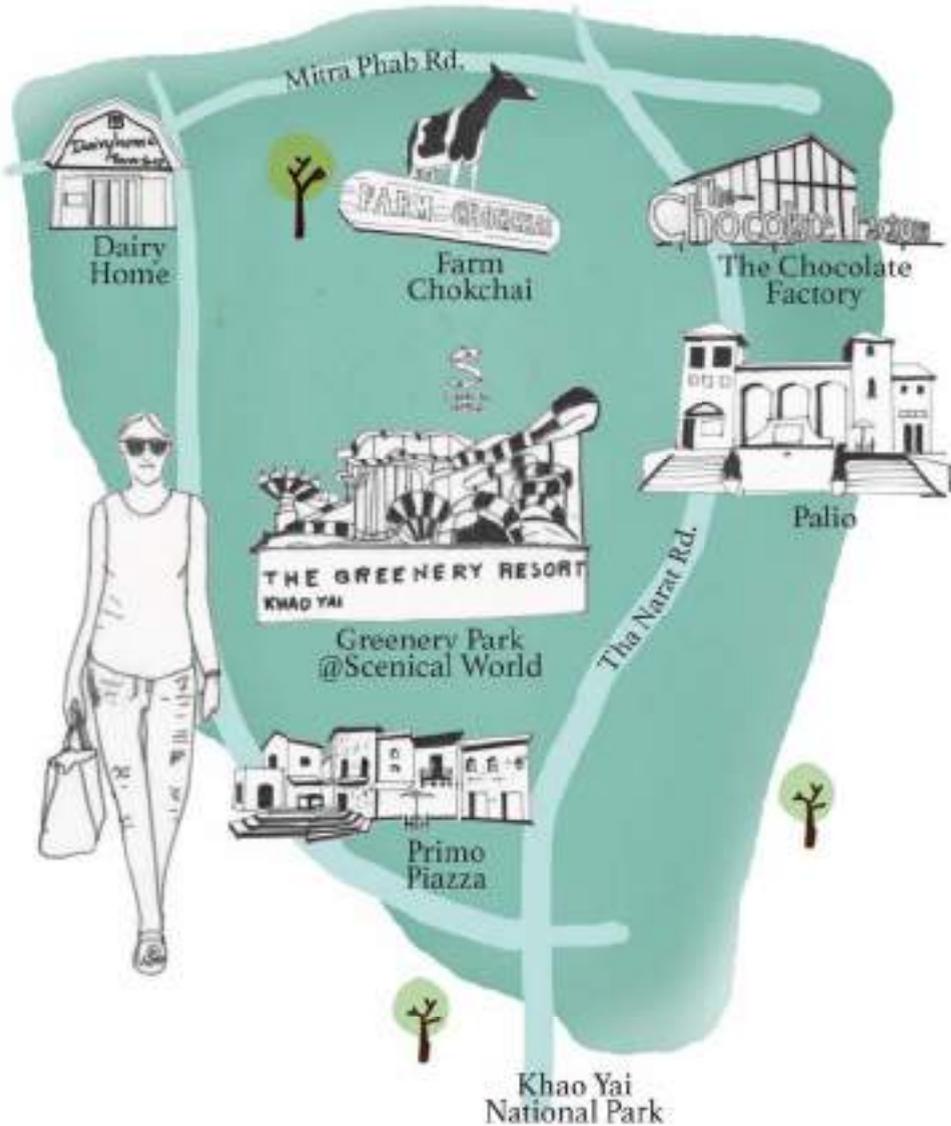
Hua Hin is a popular holiday destination for many reasons – great food, amazing views, close proximity to Bangkok, and a wide range of activities. Over the recent years, it has attracted more and more creative people, with the opening of Cicada art market and other venues.

It takes about three hours from Bangkok to Hua Hin, so if you depart from Bangkok in the morning, you'll arrive in Hua Hin just in time for lunch. You can make a stop at Plearn Wan, a vintage shopping venue selling cool items from the past, which also has food and drinks. Do try "ancient coffee" at

Plearnwan Coffee Shop. Another choice is The Venezia, a Venice-themed mall with many shops and restaurants.

Hua Hin Floating Market is also a great place to explore. It is open from 9 a.m. to 6 p.m., and offers souvenirs, snacks, and fashion items, in adorably decorated little shops in Colonial-style buildings.

In the evening, visit the Night Market for street food and souvenirs, or if you are there on the weekend, head to Cicada Market, which opens every Friday, Saturday, and Sunday from 4 p.m. to 11 p.m. Here, you can find cool arts and crafts, as well as delicious treats by the locals.



## Route 4 KHAO YAI

Chill in the Mountains

**Khao Yai is a holiday destination that offers a peaceful and relaxing time. Here's a place where you can breathe in the fresh, clean air and enjoy the majestic views of the mountains without bring far removed from urban facilities. There are many things to see and do while you are in this heavenly place.**

A drive to Khao Yai from Bangkok takes about three hours. You can depart Bangkok early morning to arrive in Khao Yai by late morning. Stop at Dairyhome Farm Shop for organic milk and dairy products made in its own farm. It also has freshly baked bread, vegetables and mushrooms. Another place you should visit is Farm Chokchai, which has fun activities for children and a popular restaurant Chokchai Steakhouse.

In the afternoon, go to Palio, where you can shop in an Italy-themed atmosphere. Another picturesque stop is Primo Piazza, inspired by Tuscany in Italy. Primo Piazza has restaurants and cafes, as well as a mini farm where you can play with sheep, alpacas, and donkeys.

Chocolate lovers should not miss The Chocolate Factory, a restaurant and chocolate shop with mouth-watering chocolates made by a world-renowned French chocolatier.

If you have another day to spend here, dedicate the whole day to Scenical World, which houses an amusement park, the biggest water park in Thailand, and a shopping mall.



## Route 5 CHIANG MAI

Where Urban and Ancient Meet

Chiang Mai is the second largest city in Thailand, and among the most popular destinations thanks to its rich heritage, well-preserved Lanna culture, and stunning nature. It is home to several ancient sites, but also has an urbanized side which appeals to city dwellers. You will fall in love with this charming city at first sight.

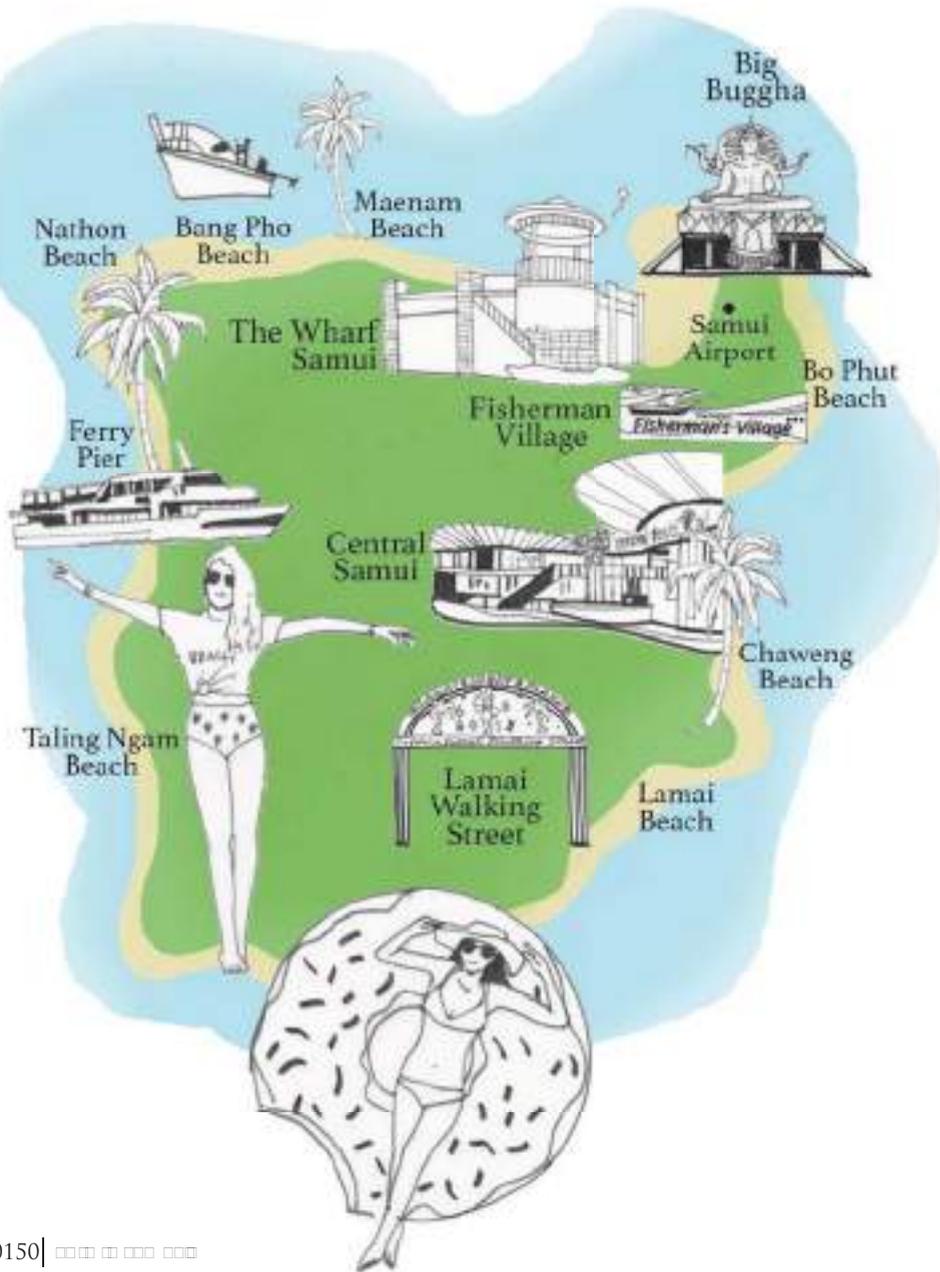
Start your morning at Nimmanhem in Road, which has some of the best breakfast spots in town such as Coffee Villa, Smoothie Blues and Wake Up Café. Nimmanhem in Road has several quirky shops selling clothes, home décor items, souvenirs, and design products.

Just a few minutes away is Think Park, a cluster of

restaurants and shops. Check out Hom Fragrances which sells wonderful home fragrances. There's also a vintage clothing store for those with an old soul.

In the afternoon, cool down at iBerry Garden, a famous ice cream brand with several branches nationwide. Its ice cream comes in unique flavors such as Wild Rice, Locker, and Guava & Salted Plum.

In the evening, go shop at Maya Chiang Mai, so that at night, you can pick a spot at any rooftop bar on its top floor to enjoy the view of Chiang Mai. Popular ones include Myst (open 6 p.m.-1 a.m.) and Raya Cafe Bar & Restaurant (open 5 p.m.-1a.m.)



## Route 6

# □ AM □ I

### Marine Marvels

**Samui is a paradise island for vacationers, with vast blue sea, bright blue sky, powdery beach, and many attractions to explore. Everything from quirky little stores to a big name department store is ready to indulge and entice you.**

Food stalls and shopping stands pop up everywhere, selling items like clothes, swimwear, accessories, souvenirs and handmade products.

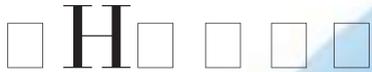
If you're there on a Friday, the Fisherman Village becomes a walking street every Friday night, flanked by little stalls selling various things—seafood, arts, clothes, handcrafts, accessories, and more.

Taling Ngam Beach is one of the most picturesque parts on the island and has incredible sunrise, so grab a bite to eat here for breakfast before you continue your journey. You can check out various beaches around the island such as Nathon Beach and Mae Nam Beach, but save Lamai Beach for later in the day.

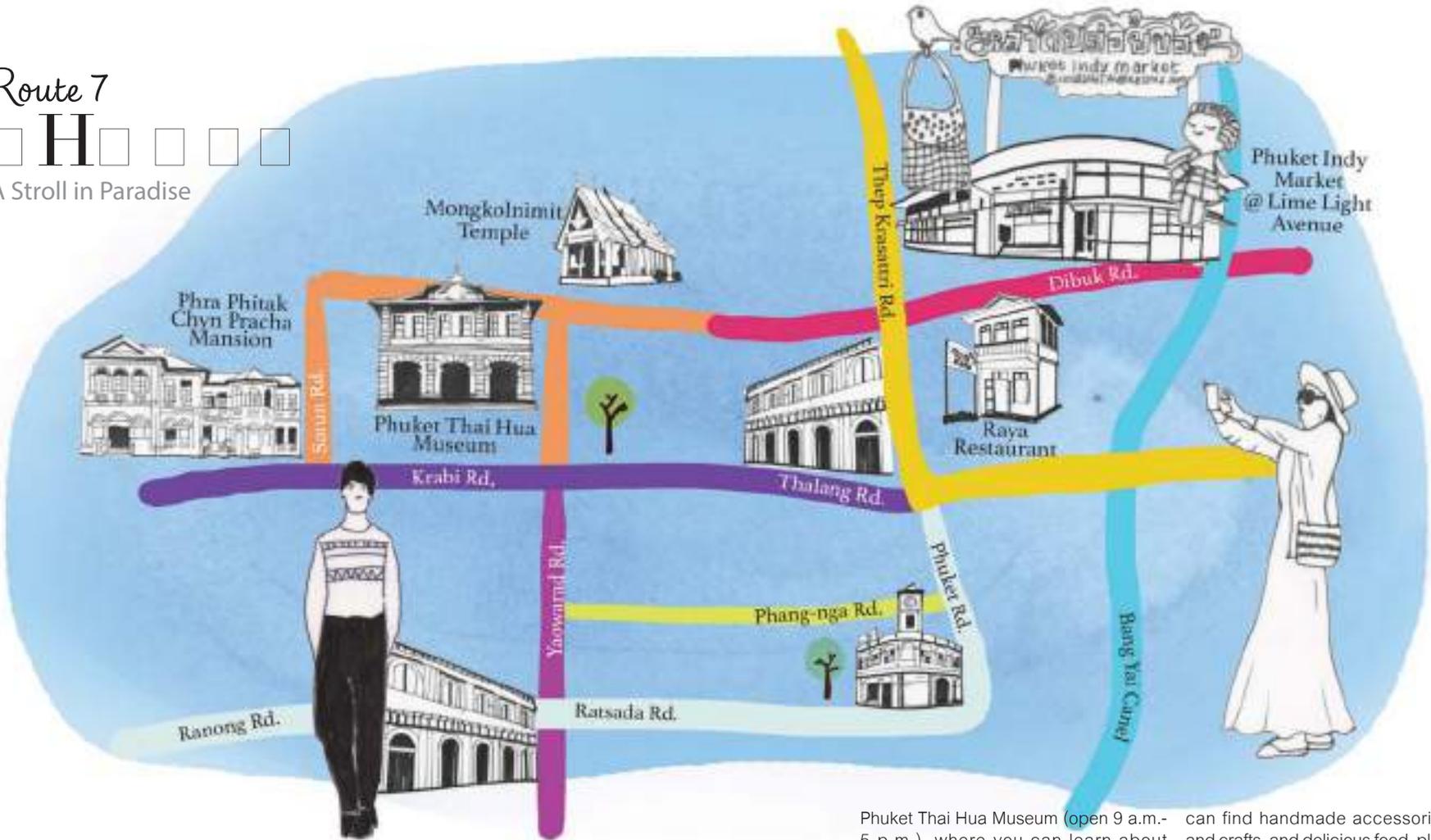
On other days, or during daytime, visit The Wharf Samui, a mall with a beautiful view of the sea and Bo-phut's pristine beach. There are a few hundred little shops in The Wharf Samui, selling beachwear, swimwear, fashion items, accessories, and more. Another place you can visit is Central Festival Samui, self-described as "the most complete and largest lifestyle shopping complex in Samui".

That's because Lamai Walking Street is a must not-miss experience if you're in Samui. Sunday night is a magical time for this place, as everything is livelier than ever.

## Route 7



A Stroll in Paradise



Whether you're here for a day, a week, or even a month, a stay in Phuket will always be memorable. With pristine beaches, rich cultural heritage, sumptuous seafood, and some of the most breathtaking hotels and resorts in the world, it is not a surprise that Phuket is often touted among the most popular destinations in the world.

With so many things to see, how you plan your route in Phuket depends on how much time you have. However, make it a point to visit Phra Phitak Chyn Pracha Mansion the most celebrated European-style residence in Phuket, built in 1903. It is open from 8 a.m. onward, so this can be the first stop of your day. Another morning stop you can visit is

Phuket Thai Hua Museum (open 9 a.m.-5 p.m.), where you can learn about Phuket's history through many different angles with explanations about the Phuket-China connection.

For lunch, go to Raya Restaurant, one of the most popular in town. Housed in a Sino-Thai building, the restaurant offers delicious authentic local cuisine such as crab curry.

In the afternoon, head to Phuket Indy Market, which opens at 4 p.m. Here, you

can find handmade accessories, arts and crafts, and delicious food, plus enjoy performances by local artists.

If you happen to be there in the first week of the month, don't miss The Boat Lagoon Lighthouse Market, which is open the first Friday and Saturday of the month only. It has a variety of exciting stalls on the bustling dockside walking street, with a scenic view of Phuket's recreational marina.

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