

SILQ: ATELIER THAILAND unveils 'THE SILQ REIMAGINATION FASHION SHOW'

A pioneering showcase aimed at elevating Thai textiles onto the global stage.



Bangkok, Thailand Jun 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - SILQ: ATELIER THAILAND unveils '*THE SILQ REIMAGINATION*' – a pioneering showcase aimed at elevating Thai textiles onto the global stage.

PETCH BOUTIQUE, in strategic collaboration with ICONCRAFT, proudly launched the visionary initiative SILQ: ATELIER THAILAND – The Mark of Thai Textile Mastery at Suralai Hall, ICONSIAM, Thailand. The initiative seeks to certify and promote Thai designer brands under the SILQ standard, setting a new benchmark for design excellence in Thai textiles. The event featured the debut fashion show, “THE SILQ REIMAGINATION,” which captivated audiences with its refined artistry and cultural depth.

The launch was presided over by Ms. Ploy Thanikool, Assistant to Minister Sudawan Wangsuphakijkosol (Minister of Culture of Thailand), along with Dr. Pailin Thiansuwan, Advisor to Minister Aekkanat Promphan (Minister of Industry of Thailand). Distinguished guests included prominent figures from both the public and private sectors, notably ICONCRAFT, Petch Boutique, and Nexuslinc Global Media—underscoring the cross-sectoral strength behind this national initiative.

Thai Textiles in a New Dimension through Nationwide Collaboration

Master Jarut “Petch” Phinyokirati, founder of PETCH BOUTIQUE and Chair of the SILQ initiative, emphasized that SILQ: ATELIER THAILAND is the result of an expansive collaboration across ministries, academia, and industry leaders. At the heart of the initiative is ICONCRAFT, a major cultural platform that plays a crucial role in propelling Thai textiles onto the world stage.

SILQ aims to create a seamless bridge from local craftsmanship to international markets, positioning Thai fabric not just as cultural heritage but as a globally competitive creative asset. The initiative is supported by the Ministry of Culture, the Ministry of Industry, Petch Boutique, NexusLinc Global Media, and an ecosystem of experts and artisans. It is designed to elevate the Thai fashion economy from production to platform—with a particular focus on innovation, design, tailoring, and sustainable market integration.

Setting a New Global Standard: SILQ

While numerous Thai textile initiatives have been launched in the past, few have comprehensively addressed the full spectrum of brand development, international quality assurance, and long-term sustainability. SILQ: ATELIER THAILAND introduces a structured framework and certification model that sets a new paradigm for Thai fashion—infused with cultural identity, yet ready for luxury global markets.

The Fashion Showcase: “THE SILQ REIMAGINATION”

The inaugural fashion show “THE SILQ REIMAGINATION” brought the SILQ philosophy to life through a stunning collection of garments that fused heritage craftsmanship with contemporary design. Over 250 varieties of Thai textiles—sourced from every region of the country—were transformed by master Thai artisans into pieces that exemplify precision, creativity, and international appeal.

Everything reflected SILQ’s four pillars:

- Sustainability
- Innovation
- Legacy (Cultural Heritage)
- Quality (International Standard)

The project aims to revitalize the image of Thai textiles and brands, preparing them to take their place on the luxury global stage.

ICONCRAFT as a Cultural Accelerator

Ms. Parisa Jataninphan, Strategic Advisor to Siam Piwat Group, emphasized ICONCRAFT’s commitment to supporting the Thai creative economy:

“ICONCRAFT is Thailand’s most dynamic platform for showcasing artisanal excellence. We are proud to support the SILQ initiative—whose commitment to innovation, cultural integrity, and international standards is fully aligned with our vision. This collaboration empowers Thai designers and communities to develop their products, expand globally, and tell their stories in powerful, sustainable ways.”

Government Endorsement and Strategic Vision

Dr. Pailin Thiansuwan, Advisor to the Minister of Industry, reaffirmed the strategic importance of the project:

“Today’s showcase reflects a powerful vision: to transform Thai textiles from traditional cultural products into a cornerstone of Thailand’s creative economy. Through smart design, high standards, and market alignment, Thai fabrics are becoming high-value assets. The Ministry of Industry is committed to nurturing innovation across all levels of the textile supply chain. SILQ: ATELIER THAILAND marks a milestone moment, particularly through ‘THE SILQ REIMAGINATION,’ which redefines Thai textiles for modern, global audiences. We believe this initiative will drive the sector toward sustainable economic integration and national identity.”

Ms. Ploy Thanikool, Assistant Minister of Culture, added:

“Thai textiles embody centuries of wisdom, artistry, and spiritual richness. The Ministry of Culture wholeheartedly supports this modern renaissance—led by initiatives like SILQ—that fuse heritage with innovation. This is perfectly aligned with Thailand’s soft power strategy to promote cultural assets as drivers of global influence and economic strength. The fashion show, under the direction of Petch Jarut Phinyokirati, is a stunning example of how our traditions can evolve and thrive in the global arena.”

Driving the Vision Forward

Ms. Anothai Tanadumrongsak (Nadia Lin), Director and Co-Founder of the SILQ initiative, concluded:

“SILQ is more than just a fashion show, it is a national strategy. We are building a movement that brings together exceptional Thai designers under a common standard of excellence. With support from the public and private sectors, and a clear international brand identity, we believe SILQ will drive Thai fashion into global recognition. ‘THE SILQ REIMAGINATION’ is not just a show—it is a statement. Thai textiles are not only beautiful and meaningful—we are ready to stand tall and proud on the world stage.”

For more information and to follow upcoming initiatives, please visit www.thaisilq.com



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