



MODERN HERITAGE THAI TEXTILE

มัดทอใจ มรดกผ้าไทยร่วมสมัย

MUD TOR JAI

THE PROJECT OF TEXTILE DEVELOPMENT WITH CREATIVE DESIGN
ON THAI CULTURAL IDENTITY : NORTHEAST REGION VI



สถาบันพัฒนาอุตสาหกรรมสิ่งทอ กระทรวงอุตสาหกรรม

Thailand Textile Institute, Ministry of Industry

FUSION OF
THAI TRADITION
& *MODERNITY*

THAI SILK

THE STORY of *MUD TOR JAI*

“Mud Tor Jai, Modern
Heritage Thai Textile”

The root of the Thailand Textile Institute, Ministry of Industry is the commitment to develop Thai fashion fabrics to create new value in the future.

*“Because we believe Thai silk is not only for adults;
as long as its cultural identity is well redesigned,
it is also wearable for the new generation.”*

THE RESULT

Office of the Permanent Secretary, Ministry of Industry (Thailand), has granted the budget of the year 2024 to Thailand Textile Institute (THTI), a network agency under the Ministry of Industry, to elevate the development of the textile industry and local cloth regarding the strategy of the Ministry of Industry. That is to enhance the capacity of the industrial sector through the project of textile development with creative design on Thai cultural identity : northeast region phase 6 with the concept of:

“Focusing on creating novelty to textile products through the development and design in Thai appreciation concept, based on creativity and cultural identity, increasing the value by the technology integration to respond to the needs of new-generation consumers in both domestic and international markets”

The project's outcome is the development of local silk and cotton clothing which sustains the identity and story of Thai under the Brand Mud Tor Jai, Modern Heritage Thai Textile. The project operation focuses on the increase the opportunity of secure employment and local income which impacts the drive of the community's robust grassroots economy.

JUTATIP | KHON KAEN COLLECTION

Sweet Cottage Dreams



This collection captures the essence of rural life, drawing inspiration from women who find joy in nature and embody a gentle spirit. This is reflected in the collection through the use of hand-woven cotton dyed with natural colors. The pieces offer a simple, comfortable fit with subtle delicate details that capture the essence of femininity.









JUTATIP - Hand Woven Natural Dye (Cotton Fabric) | จุกาทิป - ผ้าฝ้ายทอมือย้อมสีธรรมชาติ
Contact: Miss Jutatip Chaisura **Tel.:** +66 099 056 4199 **E-mail:** jutatiponline@gmail.com
Website: www.jutatip.com **Facebook:** jutatip

PHAYONG THAI SILK | KHON KAEN COLLECTION

Stay Classy



This collection is inspired by women with refined taste and a positive outlook on life, this collection values simplicity over extravagance. Crafted from hand-woven ikat silk, these garments exude refined elegance and a timeless silhouette with classic sophistication.







PHAYONG THAI SILK - Mudmee (ikat) Thai silk | พวงศ์ไทย - ผ้าไหมมัดหมี่ทอมือ
Contact: Mrs.Warunya Trisri **Tel.:** +66 081 055 5350
E-mail: warunyath2519@gmail.com
Facebook: payong2560 **Instagram:** phayong_silk

PHAYONG THAI SILK | KHON KAEN COLLECTION



PHATORYA | KHON KAEN COLLECTION

Rock your Weirdness

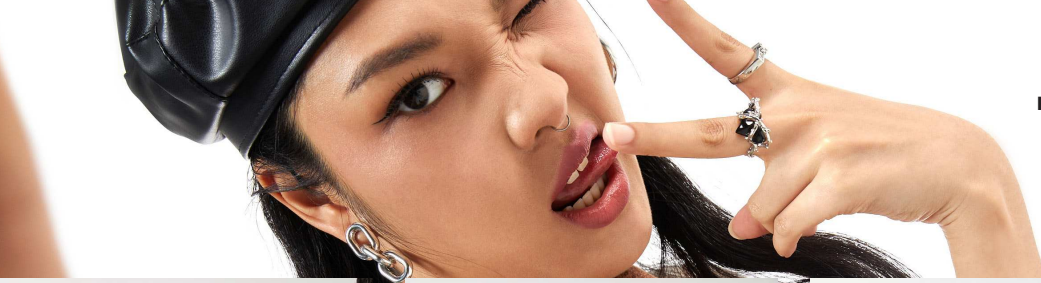


This collection is inspired by women who confidently embrace their uniqueness and live life on their own terms. Featuring hand-woven ikat cotton, the pieces are designed with a bold patchwork and multi-layered fabric techniques. Each piece captivates with its unconventional style and celebrates the beauty of individuality and the art of being different.









PHATORYA - Mudmee (ikat) Cotton Fabric | ผ้าทอย่ำ - ผ้าฝ้ายมัดหมี่ทอมือ
Contact: Mrs.Bouthip Limthoagnoi **Tel.:** +66 081 451 2765
E-mail: pharthorya@gmail.com
Facebook: pharthorya

Cozy Gingham



This collection design concept captures the warm, supportive spirit of a close-knit community through its thoughtfully designed lifestyle products and souvenirs. Each piece is crafted from hand-woven cotton, with an emphasis on upcycling. Leftover fabric scraps are ingeniously transformed into modern designs, showcasing a commitment to sustainability and values of community.









BAN DONG SEWING COMMUNITY ENTERPRISE - Cotton Lifestyle Products and Souvenirs
วิสาหกิจชุมชนตัดเย็บบ้านดง - สินค้าไลฟ์สไตล์และของที่ระลึกจากผ้าฝ้าย
Contact: Mrs.Kanya Sangkhasee **Tel.:** +66 081 061 4130
E-mail: bandongsewing.ce@gmail.com

NA NAWANG | NONG BUA LUM PHU COLLECTION

The Sweetest Princess in town



This collection is inspired by women who exude grace, sweetness, and charm in their unique ways. The clothing, crafted from hand-woven silk and cotton khit fabric, is tailored in a coquettish style, blending softness with a captivating sense of mystery, celebrating femininity in every detail.









NA NAWANG - Hand Woven Apparel (Thai Khit Cotton)
ณ นาวัง - เครื่องแต่งกายจากผ้าฝ้ายขีดทอมือ
Contact: Miss Apinya Boonlar **Tel.:** +66 097 987 3394
E-mail: bapinya@live.com **Facebook:** Na Nawang

THIPTIDA PHATHAI | NONG BUA LUM PHU COLLECTION

The Scent of Summer



This collection is inspired by women who embrace travel, nature, and the joys of summer, this collection captures the essence of adventure with a touch of playful spirit. Crafted from eco-printed fabric, the garments are both functional and subtly sexy, with a sweet allure hidden within each design.







THIPTIDA PHATHAI | NONG BUA LUM PHU COLLECTION



THIPTIDA PHATHAI - Thai Cotton Khit and Eco Print Fabric
กิจกรรมผ้าไทย - ผ้าฝ้ายจักตอมือและผ้าพิมพ์สีธรรมชาติ

Contact: Miss Tawin Mongkolsan **Tel.:** +66 084 353 9532

E-mail: tawinmongkolsaen@gmail.com **Facebook:** Wadartdrawings Thiptidapathai

The Flower of Esan



This collection is inspired by the vibrant colors of Northeast Thailand's flowers, this collection celebrates the richness of nature, symbolized by the delicate butterfly pattern. The clothing and accessories are crafted from batik silk, featuring simple, lightweight tailoring that offers comfort and effortless style.







KAYA BATIK | NAKHON RATCHASIMA COLLECTION



KAYA BATIK - Thai Silk Batik and Accessories

ศญาบาติก - ผ้าไหมบาติกและเครื่องประดับ

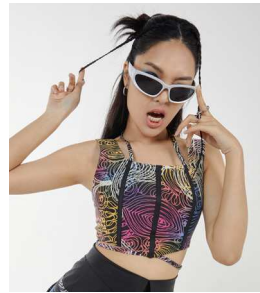
Contact: Mrs.Chananya Donkueansom **Tel.:** +66 086 250 1920

E-Mail: kayabatik_kissu@hotmail.com **Facebook:** Kayabatik Batiksilk

Just... Have Fun



This collection is inspired by women who love to reveal in social gathering and embody the party-girl spirit. The clothing is crafted from batik silk with a bold Y2K-inspired style that blends sexiness and playfulness, with vibrant rainbow patterns adding a colorful twist to the overall look.





ISSARA PHATHAI | NAKHON RATCHASIMA COLLECTION



ISSARA PHATHAI - Thai Silk Batik Apparel | อีตราผ้าไทย - เครื่องแต่งกายจากผ้าไหมบาติก
Contact: Mrs.Wipawan Maithong **Tel.:** +66 081 977 3649 **E-mail:** inini1077@gmail.com

WORKING GROUP

Chanchai Sirikasemlert	Executive Director of THTI : Project Advisor
Suda Younghaipon	Industrial Development Department Director, THTI : Project Advisor
Wiwat Hirunpruk	Sustainable Fashion & Lifestyle Industrial Expert, THTI : Project Advisor
Punnarat Maneebut	Head of Project / Product & Design Development Key Leader
Pimjai Jumpasri	Product & Design Development Co-Leader

DESIGNERS

Nuttnoppathone Eampajit | Supawinee Charungkiattitkul | Thananaphat Ruangtossatid | Rossarin Tamnantara

Title	Mud Tor Jai : Modern Heritage Thai Textile VI	Printing House	Vista Interprint Co., Ltd.
Author	Thailand Textile Institute, Ministry of Industry	Publisher	Thailand Textile Institute, Ministry of Industry
1st Edition	August, 2024	ISBN	978-616-265-240-0

SPONSORED BY

Khon Kaen Provincial Industrial Office

Office of the Permanent Secretary, Ministry of Industry (Thailand)

75/6 Rama 6 Road, Thung Phaya Thai,
Ratchathewi, Bangkok 10400, THAILAND
<https://ops.industry.go.th>

Thailand Textile Institute (THTI)

Soi Trimit, Rama 4 Road, Prakanong,
Klong Toei, Bangkok 10110, THAILAND
www.thaitextile.org



9 786162 652400

ISBN 978-616-265-240-0

THTI LOOKBOOK, MUD TOR JAI 6



FREE DOWNLOAD
NEW COLLECTION
MUD TOR JAI LOOKBOOK



มัดทองใจ
มรดกผ้าไทยร่วมสมัย