

Clean air, a lasting gift for tomorrow





"Without trees, there is no life on Earth."



Trees are living organisms that play a vital role in the world and in human life. They help produce oxygen, which is essential for the survival of all living beings. In addition, trees absorb carbon dioxide, help reduce global warming, and purify the air.

Trees also provide shade, making the environment cooler and more comfortable. They reduce noise pollution and help prevent soil erosion. Many trees bear fruits that are edible, while their bark, leaves, and roots can be used as medicinal herbs. Wood from trees can be used to build houses and make furniture.



# Forests are being devastated



**"HUMAN ACTIVITY IS THE LEADING CAUSE OF TREE DESTRUCTION AND DEFORESTATION."**

## **Deforestation for economic purposes**

For example, trees are cut down to produce furniture, paper, or to sell valuable timber such as teak and other precious woods.

## **Illegal logging and unauthorized destruction**

Trees are felled without permission for commercial gain or personal use.

## **LATEST...**

Between 2023 and 2024, Thailand lost approximately 317,819.20 rai of forest area, accounting for about 0.1% of the country's total forest area. As a result, the proportion of forest cover in Thailand declined from 31.57% in 2022 to just 31.47% in 2024.







## IMPACTS OF TREE EXTINCTION

- Loss of biodiversity

When certain tree species go extinct, animals that rely on them for food and shelter may also face extinction, disrupting entire ecosystems.

- Soil degradation and erosion

Trees help hold the soil together. Without them, the land becomes more prone to erosion, landslides, and desertification.

- Climate change acceleration

Trees absorb carbon dioxide. Their extinction leads to higher levels of greenhouse gases in the atmosphere, contributing to global warming

- Negative impact on human livelihoods and economy

Communities that depend on forests—such as farmers, woodworkers, and foragers—will face economic hardship.



Ultimately, humanity bears the consequences of its own actions...



# Inspiration by trees



## OUTER BARK



Outer bark is the outermost layer of a tree's bark, which is visible and touchable on the trunk or branches. It is usually made up of dead cells, and often appears dry, hard, cracked, or flaky, depending on the tree species.



## Functions of Outer Bark

1. Protects inner tissues from:
  - Water loss
  - Environmental damage
  - Attacks from insects, animals, or pathogens
2. Acts as insulation, helping regulate the internal temperature of the tree
3. Fire resistance – In some species, thick outer bark provides protection against forest fires

“Outer bark is the tree's first line of defense against natural threats. It protects the living tissues beneath and helps the tree survive harsh conditions”



# Inspiration by trees

## ANNUAL RING



is a circular pattern visible in the cross-section of a tree trunk, representing one year of growth.



### Details about annual ring

As a tree grows each year, it produces new wood around its trunk, which appears as a distinct ring.

Each tree ring consists of two parts:

- Early wood – formed in the spring, with larger cells and a lighter color
- Late wood – formed in the late summer or autumn, with smaller cells and a darker color

One tree ring = one year of the tree's growth.

Therefore, counting the number of rings in a tree trunk can be used to estimate the tree's age.

- Estimating the age of a tree
- Studying past climate conditions (e.g., a dry or rainy year will result in narrower or wider rings)
- Archaeology (e.g., determining the age of ancient wooden structures)
- Forestry and forest biology



# Inspiration by trees

## TREE ROOT

A tree root is the part of a plant that typically grows underground (though some roots can grow above ground). Roots serve several essential functions in a tree's life



"Success is like a tree—the higher it grows, the deeper its roots."

## Functions of Roots

1. Absorbing water and nutrients
2. Roots absorb water and minerals from the soil and transport them to the stem, leaves, and other parts of the tree.
3. Anchoring the tree
4. Roots hold the tree firmly in place, helping it stay upright and stable in the ground.
5. Storing food
6. Some roots, such as those of sweet potatoes or carrots, store starches, sugars, or other nutrients for future use.
7. Propagation
8. Some plants can reproduce through their roots, such as vetiver grass, bananas, and bamboo.



# Concept



We believe that good design can inspire change. This project reflects our commitment to environmental preservation—particularly the conservation of trees, which are essential to both the Earth's health and human life.

Drawing from the natural structure of trees, our design is built upon the symbolic and functional components of a tree:

The **outer bark** is translated into an elegant protective layer, representing strength and outer beauty.

The **annual ring** symbolize the passage of time, resilience, and natural growth.

The **roots** reflect stability and serve as the unseen foundation that supports all life.



By incorporating both the visual language and functional characteristics of these elements, we aim to deliver a design that not only resonates aesthetically but also carries a deeper message—one of sustainability, connection to nature, and mindful creation.









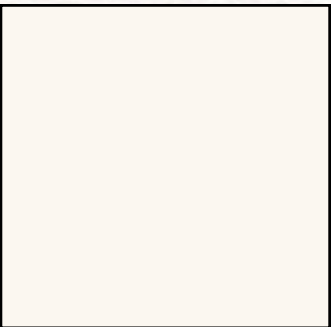
of the Log



of leaves



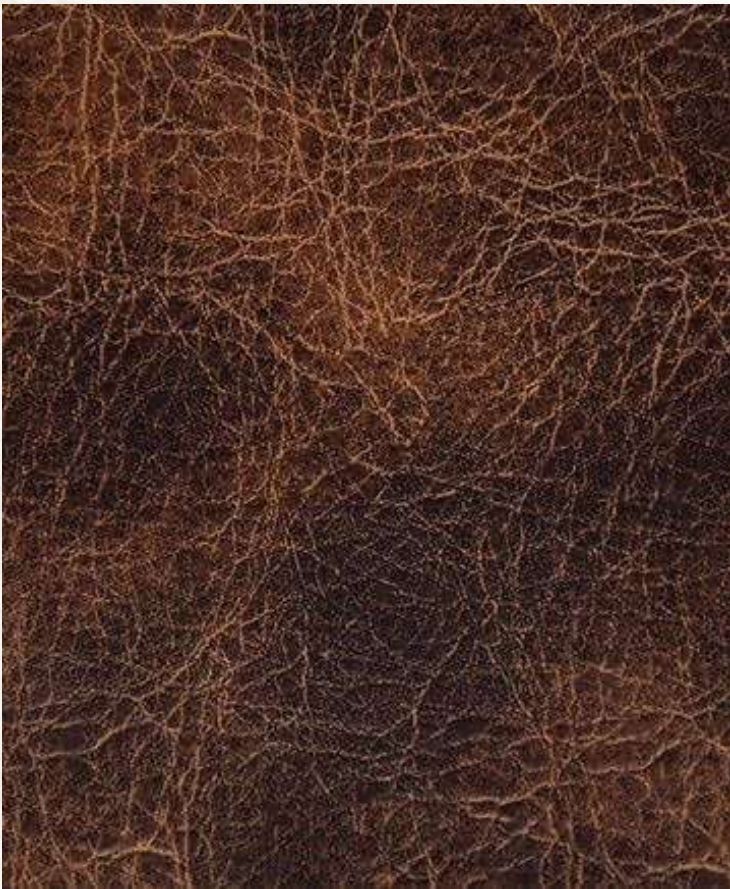
of sunlight



Shade



# Material



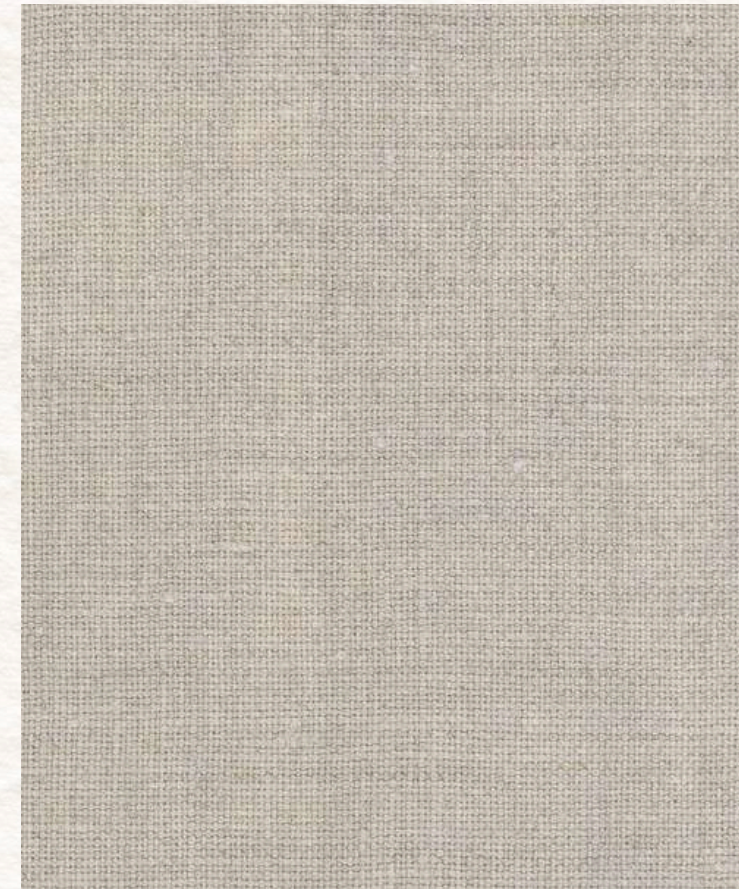
Real Leather

70%



Linen 100%

25%



Canvas

5%



# Target Group & Opportunities



**23 - 33 YEAR**

Menwear : Creative

A group of confident individuals who appreciate simplicity with a unique touch, and pay attention to every detail

Ready to wear : Creative wear : Art wear





# Skate



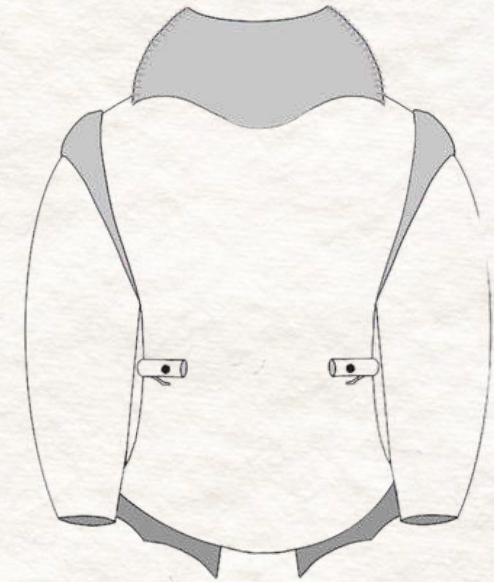
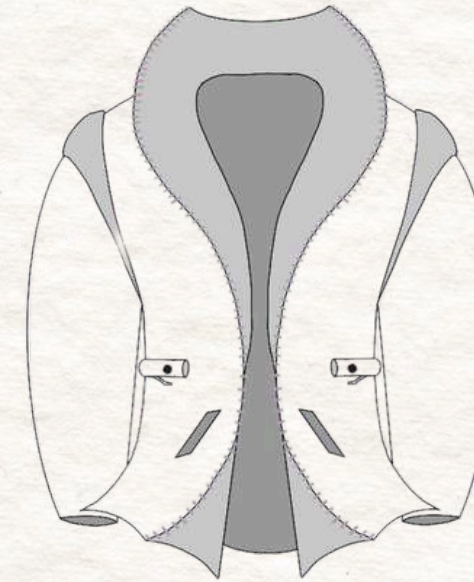
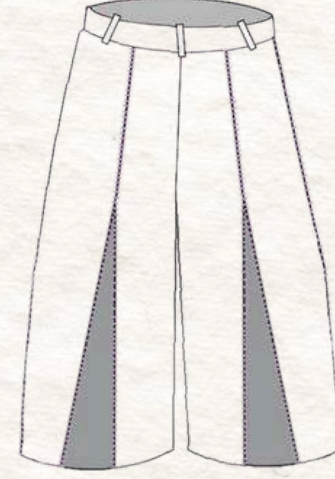
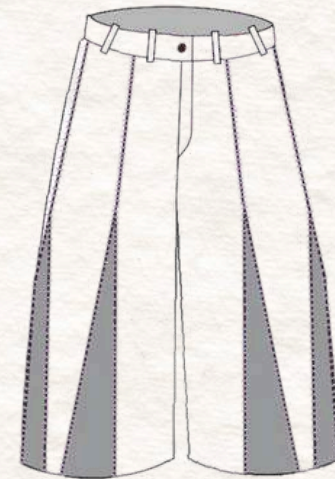
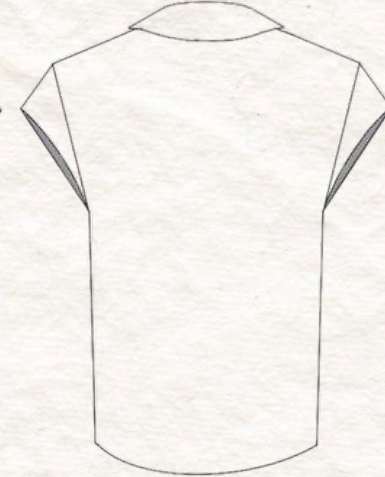


# Final



# Skate









## Jacket

Real Leather 90% : Canvas 10%  
Draping , Embossing , Dyeing  
,Structure



Pattern



Technique

## Suit vest

Real Leather 100%  
Cutting , Dyeing



color

## Shirt

Linen 100%



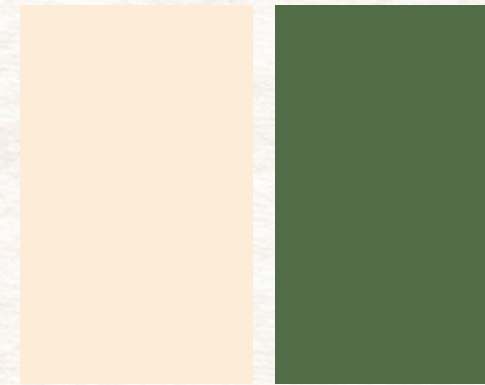
color





## Jory pants

Linen 70% : Real Leather 30%  
Cutting , Dyeing



color

## Oxford shoes

Real Leather 100%  
Structure



color



## Tie

Real Leather 100%  
Structure ,Draping , Dyeing  
, Embossing



color







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