

RoDe-Mail

Transforming the chaos of the commute into a masterpiece. The legacy of “Thai public buses” is reimagined through the exquisite art of “gold-leaf gilding” on leather.



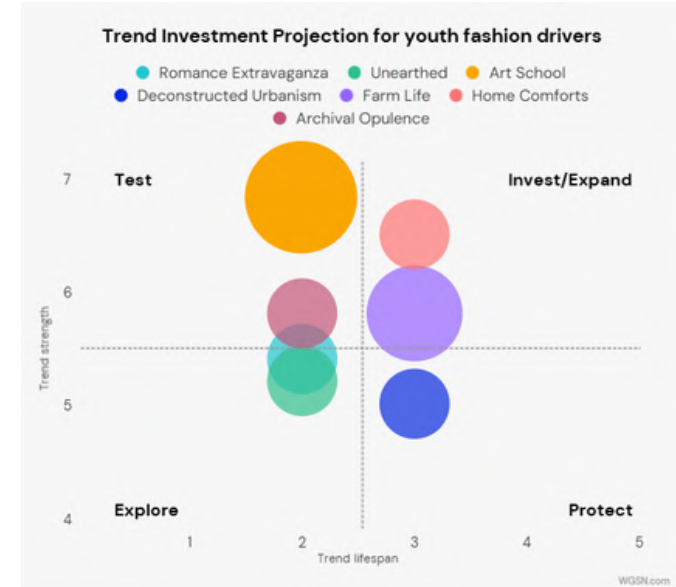
Boommy (เห็ดเผาะ)

Director's Intelligence

Global Youth Fashion Drivers A/W 26/27: + TikTok Analytics

Drive interest via maximalist trends that champion joy, individuality and personal style and respond to Gen Z's lifestyle habits within core categories to unlock spend

Jaeyoon Park & Andreea Micu
08.19.25 - 13 minutes



ART SCHOOL

AN ONGOING EXPLORATION OF PERSONAL STYLE WILL INFLUENCE YOUTH'S DESIRE FOR ARTISTIC EXPRESSION, CONVEYED THROUGH #MAXIMALIST #MATERIALMIX AND #CRAFTEDDETAILS.



DECONSTRUCTED URBANISM

WHILE DEMAND FOR FUNCTIONAL EVERYDAY DRESSING WILL PERSIST THROUGH MINIMALIST #SOFTUTILITY DESIGNS, GEN Z WILL SEEK NEWNESS VIA #NOTSOCLASSIC CUTS AND DETAIL PLACEMENTS THAT BRING AN UNEXPECTED EDGE.



ARCHIVAL OPULENCE

INTRICATE CRAFTSMANSHIP, ORNATE DETAILING AND HERITAGE SILHOUETTES OFFER A TANGIBLE CONNECTION TO THE PAST. DRAW INSPIRATION FROM HISTORICAL ARCHIVAL PIECES THROUGH A PLAYFUL, MODERN LENS.

COCEPTBOARD

silhouette

Mood & tone



Technical & material

Prototype

• CONCEPT

DRIVEN BY THE DESIGNER'S PERSONAL CONNECTION TO DAILY COMMUTING ON THAI PUBLIC BUSES AND A PASSION FOR COLLECTING 'BUS TICKETS'—AN EVERYDAY MUNDANITY OFTEN OVERLOOKED—THIS COLLECTION CAME TO LIFE. THE TITLE, RODE-MAIL, EMERGES FROM A WITTY PHONETIC PLAY ON WORDS. IT REFLECTS THE PIONEER ERA OF THAI PUBLIC TRANSIT, WHEN BUSES SERVED NOT ONLY AS PASSENGER VEHICLES BUT ALSO AS CARRIERS FOR POSTAL MAIL.

RODE-MAIL REINTERPRETS THE STORIES, VIBRANT COLORS, AND HISTORICAL EVOLUTION OF THE TRANSIT SYSTEM THROUGH AN 'ANTI-DESIGN' PHILOSOPHY. IT ELEVATES THE STRUCTURAL CHAOS OF DAILY LIFE INTO A CONTEMPORARY FRAMEWORK OF 'PLAYFUL LUXURY.' ABOVE ALL, THE HEART OF THIS COLLECTION LIES IN THE INNOVATIVE FUSION OF CONTEMPORARY LEATHER CRAFTSMANSHIP WITH ADVANCED THAI HERITAGE WISDOM. BY CREATIVELY EXPERIMENTING WITH 'TRADITIONAL GOLD-LEAF GILDING'—A MASTER TECHNIQUE FROM THE ROYAL ARTISANS OF THE TEN THAI TRADITIONAL CRAFTS—THE COLLECTION PIONEERS A NOVEL SURFACE INNOVATION ON LEATHER. THIS PROCESS HEAVILY EMPHASIZES THE SUSTAINABLE AND MAXIMIZED USE OF NATURAL MATERIALS. ULTIMATELY, THE BUS TICKET SERVES AS THE PRIMARY STORYTELLING MEDIUM, SEAMLESSLY WEAVING TOGETHER CULTURAL HERITAGE, ADVANCED LEATHERWORKING TECHNIQUES, AND THE ENTIRE NARRATIVE INTO ONE COHESIVE MASTERPIECE.

• CONCEPT DETAIL

REGARDING THE BAG'S DESIGN, THE MAIN SILHOUETTE IS EXTRACTED FROM THE CLASSIC 'COWHIDE MESSENGER BAG,' A STAPLE ITEM USED BY EARLY-ERA BUS CONDUCTORS. THE STRUCTURE AND SILHOUETTE ARE REINTERPRETED FOR A CONTEMPORARY AESTHETIC BY MERGING THEM WITH THE DIMENSIONS OF THE MODERN 'BUS TICKET DISPENSING CYLINDER.' THE CORE STRUCTURE UTILIZES PREMIUM 'BLACK CHROME-TANNED NAPPA LEATHER' TO DELIVER A LUXURIOUS TOUCH, ENSURING A ROBUST AND STRIKING FOUNDATION.

THE SURFACE OF THE BAG IS ADORNED WITH AN 'ANTI-DESIGN' AESTHETIC THAT REFLECTS THE CHAOS OF THE PUBLIC TRANSIT SYSTEM. DRAWING INSPIRATION FROM BOTH TRADITIONAL AND MODERN BUS STOPS, IT INCORPORATES DECORATIVE ELEMENTS THAT SIMULATE GRAFFITI SPRAY PAINT. ADDITIONALLY, THE 'KANOM KONG' LOGO (THE EMBLEM OF THAILAND'S PIONEER BUS LINE) IS REIMAGINED TO EVOKE THE VIBE OF VIBRANT, OVERLAPPING STREET STICKERS ON A WALL. ALL OF THESE PLAYFUL DETAILS ARE BROUGHT TO LIFE BY 'UPCYCLING COLORFUL COWHIDE SCRAPS,' WHICH ARE METICULOUSLY CUT AND APPLIQUÉD ONTO THE PIECE, PROFOUNDLY REINFORCING THE CONCEPTS OF SUSTAINABILITY AND MAXIMUM RESOURCE EFFICIENCY.

THE BRILLIANCE OF THIS MASTERPIECE LIES IN THE CREATIVE INTEGRATION OF THAI WISDOM THROUGH THE TRADITIONAL 'GOLD-LEAF GILDING' TECHNIQUE DIRECTLY ON THE LEATHER. THE VIBRANT PATTERNS ARE NOT MERELY AESTHETIC; THEY INGENUOUSLY CONCEAL THE NARRATIVE OF THE '4 ERAS OF THAI PUBLIC BUS REFORM.' FURTHERMORE, THE DESIGNER HAS EMBEDDED AN INTERACTIVE GIMMICK BY UTILIZING THE GOLD-GILDING TECHNIQUE TO CRAFT A FULLY FUNCTIONAL, SCANNABLE 'QR CODE' ON THE BAG. THIS CONNECTS MODERN USERS TO THE NOSTALGIC COMMUTER LIFESTYLE VIA A CUSTOM-DESIGNED 'TICKET FORTUNE' WEBSITE. THE FORTUNE READINGS FEATURE WITTY, SATIRICAL UNDERTONES THAT PLAYFULLY CRITIQUE THE FLAWS OF THE THAI TRANSIT SYSTEM, ULTIMATELY DELIVERING A SEAMLESS BLEND OF TRADITIONAL CRAFTSMANSHIP, THE TRUE POTENTIAL OF LEATHER MATERIALS, TECHNOLOGY, AND A REBELLIOUS, PLAYFUL SPIRIT.



• CONCEPT DETAIL

FOR THE JEWELRY DESIGN, THE COLLECTION CONTINUES TO REINTERPRET THE HISTORY AND ELEMENTS OF THE THAI PUBLIC BUS SYSTEM, UTILIZING THE 'THAI BUS TICKET' AS ITS CORE NARRATIVE. IT CAPTURES THE CHARM OF THE FEMALE BUS CONDUCTORS' ATTIRE—SPECIFICALLY THEIR OVERSIZED, INTRICATELY LAYERED 'HAIR BOWS'—USING IT AS A MEDIUM TO EXPRESS THE INDIVIDUALITY AND FREEDOM HIDDEN BENEATH STRICT UNIFORMITY.

THE DESIGNER SEAMLESSLY MERGES THE FLOWING SILHOUETTE OF THESE BOWS WITH THE 'KANOM KONG' (THE FOUR-POINTED CROSS EMBLEM OF THE PIONEER NAI LERT BUS COMPANY) TO COMMEMORATE THE ORIGINS OF THAILAND'S TRANSIT SYSTEM. THIS CONCEPT IS BROUGHT TO LIFE THROUGH THE 'MAIN PIECE,' A VERSATILE ACCESSORY THAT FUNCTIONS AS A BROOCH, HAIR CLIP, AND HAIR COMB, ACCOMPANIED BY A MATCHING PAIR OF EARRINGS.

THE UNIQUENESS OF THESE PIECES LIES IN THE INTEGRATION OF THE HIGH-CRAFT 'GOLD-LEAF GILDING' TECHNIQUE WITH 'COLORFUL LEATHER SCRAPS.' THESE VIBRANT HUES REFLECT THE EVOLUTION OF BUS COLORS FROM THE EARLIEST ERAS TO THE PRESENT. THE GOLD GILDING ELEGANTLY RECORDS TICKET NUMBERS AND SYMBOLS ONTO THE LEATHER, FOLLOWED BY A 'COLD-BENDING' TECHNIQUE THAT MIMICS THE REALISTIC TWISTS AND CREASES OF PAPER. THE RESULT IS A 'PLAYFUL LUXURY' JEWELRY SET THAT TRANSFORMS TRANSIT HISTORY INTO AN ART PIECE BRIMMING WITH COLOR, FUN, AND SOPHISTICATED BEAUTY.

JEWELRY



• DETAIL & COLOR



MR. LERT'S WHITE BUS



SRINAKHARIN BUS



THE FIRST AIR-CONDITIONED BUSES (THEY WERE ORIGINALLY NON-AIR-CONDITIONED).



SIRIMITR BUS



YELLOW BUS



THE FIRST MODELS OF LONG-TRUCK AIR-CONDITIONED VEHICLES.



THE NEW NATURAL GAS BUSES OF THE BANGKOK MASS TRANSIT AUTHORITY (BMTA).



ETO BUS



THONBURI UNITED TRANSPORT BUS



EURO 2 AIR-CONDITIONED BUS



PRIVATE ELECTRIC BUSES



BUS LINE BOONPHONG



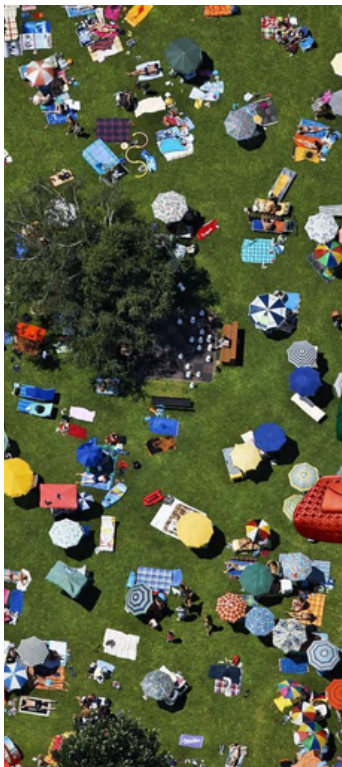
THONBURI UNITED TRANSPORT BUS



SMALL SHARED TAXI

*NOTE: THIS HISTORICAL INFORMATION IS COMPILED FROM CURRENTLY ACCESSIBLE ARCHIVES AND SURVIVING PHOTOGRAPHS. SOME DETAILS MAY BE INCOMPLETE DUE TO THE PASSAGE OF TIME.

• CUSTOMER BOARD



SEX : GEN Z & YOUNGER MILLENNIALS (WOMEN/GENDER-FLUID)

AGE : 18 - 35

PURCHASING POWER : MEDIUM TO HIGH. THEY EXHIBIT A STRONG "WILLINGNESS TO PAY" FOR PRODUCTS THAT AUTHENTICALLY ALIGN WITH THEIR PERSONAL STYLE AND IDENTITY, EVEN AT PREMIUM PRICE POINTS. THEY ARE ESSENTIALLY COLLECTORS WHO DEEPLY UNDERSTAND AND APPRECIATE THE TRUE VALUE OF CRAFTSMANSHIP.

OCCUPATION : CREATIVE YOUNG PROFESSIONAL, FASHION-FORWARD MILLENNIAL, ANTI-MAINSTREAM COLLECTOR

CORE VALUES: THEY HIGHLY VALUE ART AND ARTISANAL TECHNIQUES. THEY SEEK OUT "UNIQUE" PIECES AND ARE DEEPLY ENGAGED WITH THE "STORYTELLING," HISTORICAL BACKGROUND, OR SOCIAL CONTEXT CLEVERLY HIDDEN WITHIN THE DETAILS OF THE GARMENTS.

LIFESTYLE: HIGHLY INDIVIDUALISTIC AND INDEPENDENT, HARBORING A REBELLIOUS STREAK WITHIN A SOPHISTICATED LIFESTYLE. THEY ENJOY TRAVELING TO CONSUME ART AND CULTURE. THEY ARE FREQUENTLY SPOTTED IN SOCIAL SPACES RADIATING A "CURATED CHAOS" ENERGY—CHAOTIC AND FUN GATHERINGS THAT STILL FEEL TASTEFULLY ORCHESTRATED AND HIGH-CLASS.

MEDIA CONSUMPTION & COMMUNITY : SOCIAL MEDIA PLATFORMS LIKE IG AND TIKTOK, FASHION EDITORIAL ARTICLES, ART GALLERIES, AND WORKSHOPS. THEY ACTIVELY EXPLORE DIVERSE LIFESTYLES AND THE LOCAL HISTORY OF DIFFERENT AREAS.

- **PAINPOINTS :** BORED WITH MAINSTREAM LUXURY FASHION THAT RELIES HEAVILY ON LOUD, OVERSIZED BRAND LOGOS.
- STRUGGLE TO FIND GARMENTS THAT PERFECTLY STRIKE A BALANCE BETWEEN REBELLIOUS/WITTY DESIGNS AND AN ELEGANT, HIGH-END LUXURY FINISH.
- THE OVERWHELMING HYPE OF STREETWEAR HAS FLOODED THE MARKET WITH MASS-PRODUCED GOODS, STRIPPING AWAY THE STORYTELLING AND EXCLUSIVITY, ULTIMATELY MAKING THEM LOSE THEIR CHARM.

- MATERIAL BOARD (MAIN)



- TECHNICAL BOARD

STUDY TRIP 9.02.2026



- GOLD-LEAF GILDING

AN EXQUISITE TRADITIONAL THAI FINE ART, CATEGORIZED UNDER THE 'LACQUER' DIVISION OF THE TEN TRADITIONAL THAI CRAFTS (CHANG SIP MU). IT IS A METICULOUS PROCESS OF COATING A SURFACE WITH NATURAL TREE SAP (RAK) TO SERVE AS AN ADHESIVE BASE, BEFORE DELICATELY APPLYING 'GOLD LEAF' TO ACHIEVE BREATHTAKING OPULENCE AND ENDURING DURABILITY.

TO ENSURE ABSOLUTE PERFECTION IN BOTH CONCEPT AND TECHNICAL EXECUTION, THE DESIGNER CONDUCTED IN-DEPTH FIELD RESEARCH AT THE DEPARTMENT OF HANDICRAFTS, POH-CHANG ACADEMY OF ARTS (RAJAMANGALA UNIVERSITY OF TECHNOLOGY RATTANAKOSIN).

THE DESIGNER WAS HONORED TO RECEIVE EXCLUSIVE GUIDANCE, TECHNICAL KNOWLEDGE TRANSFER, AND LIVE DEMONSTRATIONS FROM MASTER ARTISANS AND FACULTY MEMBERS WHO ARE DIRECT HEIRS TO THIS TRADITIONAL ARTISANSHIP. THIS INVALUABLE ANCIENT WISDOM WAS THEN EXPERIMENTED WITH, ADAPTED, AND CREATIVELY ELEVATED TO BE SEAMLESSLY INTEGRATED INTO THIS COLLECTION.

• EXPERIMENTS AND PROTOTYPE TECHNIQUES.



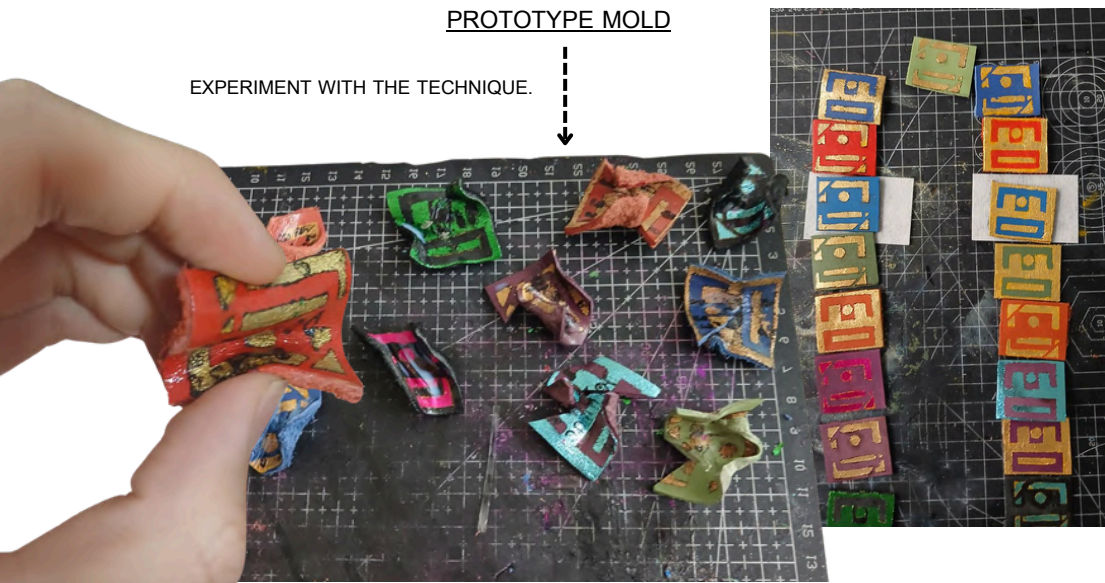
REF. & DETAIL

TRANSFORM & DEVELOPING



PROTOTYPE MOLD

EXPERIMENT WITH THE TECHNIQUE.

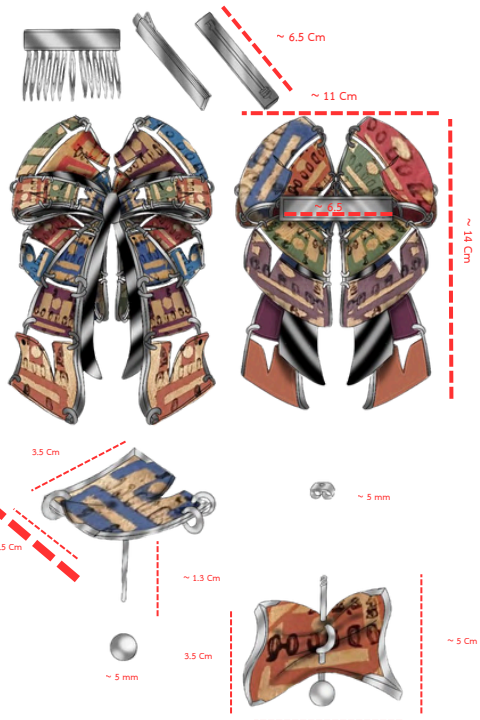
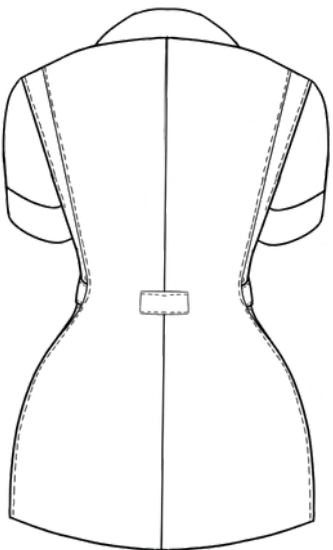
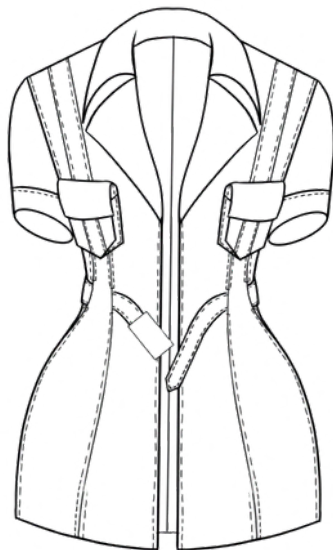
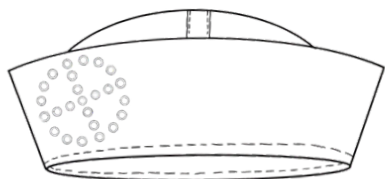


FINAL NO.1



FINAL NO.2

• SKETCH DESIGN & DETAIL



• LOOK BOOK & FREE STYLE



FRONT



45-DEGREE ANGLE



SIDE



BACK