

RLSD Thailand 2026

Amnstra

PATAT SUPHABANCHERD

Inspiration/Research

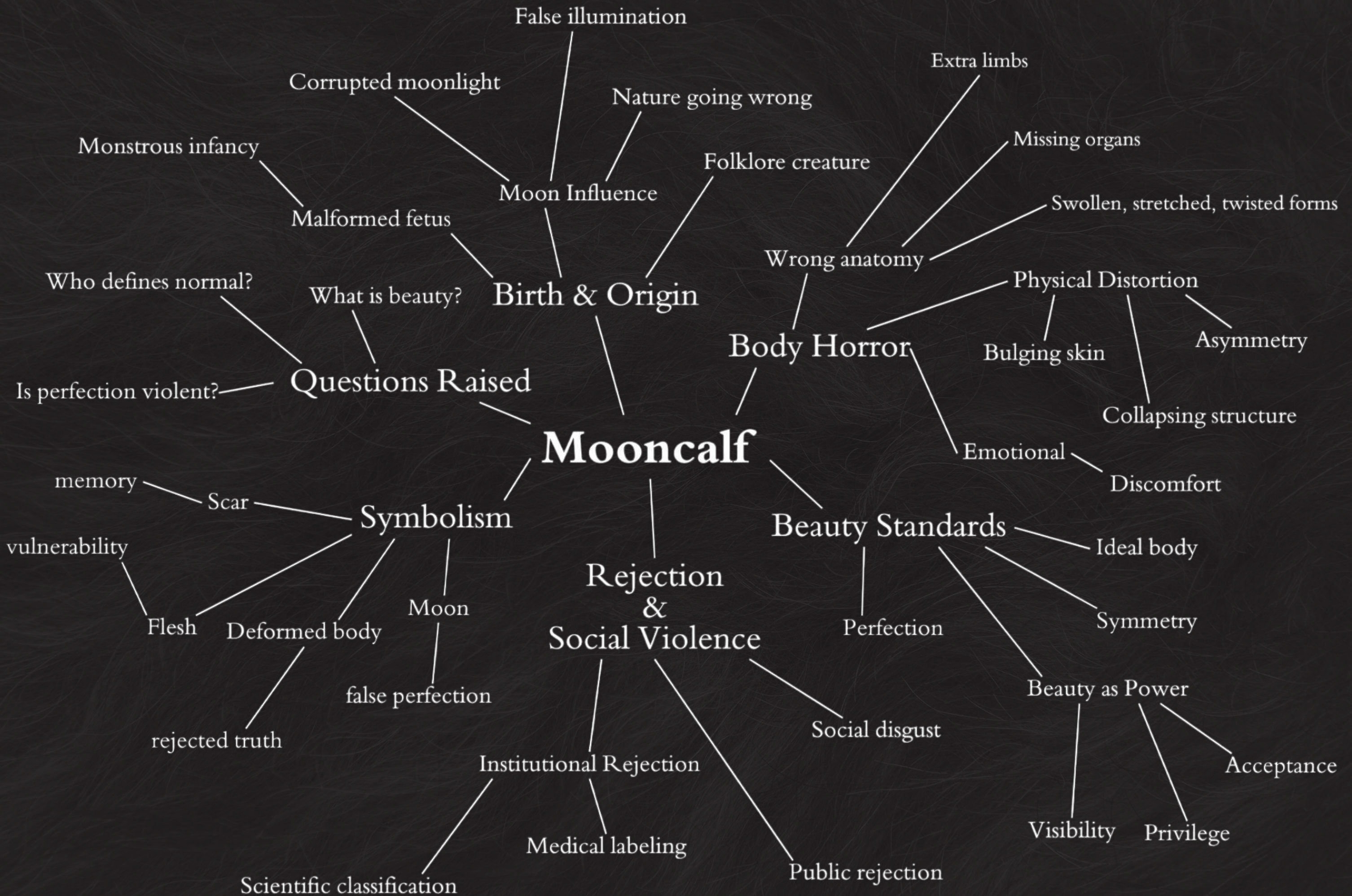


Mooncalf refers to a malformed fetus in early European folklore, believed to be caused by the moon's mysterious influence. Over time, it became a symbol of monstrosity, otherness, and the misunderstood body. In modern interpretations, the mooncalf shifts from something grotesque to something poetic, reflecting a transformation of fear into fragile beauty.



Monstra

Monstra is inspired by *Mooncalf*, a dark folklore that reframes deformity as tragic beauty: a calf born under a corrupted moon, its anatomy unfinished, misaligned, and quietly unsettling. Existing between formation and failure, the mooncalf challenges conventional beauty standards by exposing how symmetry, function, and perfection are socially imposed ideals. Its imperfect body becomes a poetic symbol of nature's collapse and society's discomfort with bodies that resist order, productivity, and ideal form.





Design Brief: MONSTRA

Background & Inspiration

Inspired by the "Mooncalf" folklore, creatures born under the moon's influence with physical malformations. This project explores body horror not as something "evil," but as a natural manifestation of biological diversity and a rebellion against societal norms.

Objectives

- To investigate body horror as a creative medium in fashion.
- To translate feelings of oppression and tragedy through distorted silhouettes.
- To redefine beauty through "Error-based Aesthetics."
- To develop high-concept, avant-garde accessories with a strong emotional impact.

Target Audience

Demographic: 20–35 years old; students, designers, and collectors of avant-garde/experimental fashion.

Psychographic: Individuals drawn to dark aesthetics (Gothic, Body Horror), who view fashion as a tool for social critique and personal identity.

Mood / Tone / Personality

Keywords: Dark, Gothic, Depressing, Unsettling, and Tragic.

Atmosphere: Capturing the visceral feeling of being trapped in a body that shouldn't exist, yet remains alive.

Desired Response

The collection aims to provoke a sense of "morbid fascination," forcing the audience to question their own definitions of "normalcy" and confront the beauty within the grotesque.

Problem Statement

Modern fashion often restricts beauty within the confines of perfection and symmetry. Anything "distorted" is labeled abnormal or frightening. Monstra challenges these beauty standards, revaluing physical "errors" as a profound form of art.

Concept & Support

Concept: "The Manifestation of Unnatural Anatomy" using body horror to symbolize the rejection of perfection.

Support: Based on the historical context of the Mooncalf, the contemporary relevance of body horror in art, and the growing demand for conceptual, non-traditional accessories.

Scope of Work

Concept Bag: 1 Piece

Concept Footwear: 1 Pair

Monstra: Colorways



Waxed Bone

Milk Rot

Omen Black

Curdled Flesh

Bruised Scar

Tonal greys and Wax Paper

Sustainable practices that promote the use of eco-friendly materials, low-impact colours, natural elemental resources and longevity-focused design direct attention to #EnhancedNeutrals.

Design strategies

- Combine key colour Wax Paper with Circular Grey for sophisticated minimal or utilitarian looks with transseasonal appeal
- Create tonal effects with Optic White and Chalk. Grounding Future Grey and Classic Beige work as supporting tones, ideal for constructional elements, including sole units

Application: resonating for fashion and core collections apply to leather, leather alternatives and solid categories, noting the importance of Waxy Mutability as a key material finish. Favour #Undyed or #NaturalDyes to limit unnecessary colourants

A: Circular Grey	C: Optic White
B: Wax Paper	D: Chalk
8	E: Classic Beige
	F: Future Grey



The Monstra color palette draws from the *Tonal Greys and Wax Paper trend*, focusing on muted, desaturated hues and waxed, preserved-looking surfaces.

- *Milk Rot* and *Waxed Bone* create a pale, lifeless base inspired by bone, wax paper, and suspended decay.
- *Curdled Flesh* acts as a transitional tone, expressing instability and organic tension.
- *Bruised Scar* and *Omen Black* ground the palette with depth and shadow, reinforcing a dark, gothic atmosphere.

Together, these tones translate body horror into a controlled, tonal language for bags and shoes.

Target Group



The target group for Monstra consists of individuals *aged 20–30 living in urban, fashion-forward environments*, with a strong presence in creative fields such as fashion, art, styling, and visual culture. They approach fashion as a form of expression and intellectual engagement rather than purely functional dressing, and are willing to invest in conceptual accessories that carry narrative and artistic depth.

Psychographically, this audience is *drawn to dark aesthetics, gothic imagery, and body-focused narratives*. They are comfortable with discomfort and ambiguity, and are interested in experimental design that challenges traditional ideas of beauty and normality. Fashion, for them, functions as a critical medium, an extension of identity, emotion, and thought, aligning closely with the unsettling, restrained body horror at the core of Monstra.

Material Board

Core Materials

- Hair-on Cowhide
- Full-grain Cowhide / Nappa



Supporting Materials

- Padding Materials
- Interlining / Structure



Hardware / Metal Components

- Hand-Hammered Metal Hardware



Material Trend Support

Pony Hair

Design strategy

- Pony hair gives a creative edge to classic styles with tactility, adding playful aesthetics and reflecting the consumer desire to nurture organic relationships with nature

Material and finish

- Experiment with colours and exotic patterns, reserving long-term shades for print-free classic styles
- For leathers, prioritise animal welfare to ensure healthy hides. This will result in higher-quality skins with less waste, fostering both ethical practices and sustainability
- Embrace regenerative leather, referencing British Pasture Leather, which offers skins made from cattle raised on regenerative farms in the UK. Explore the brand's collab with Alice V Robinson, an entire collection made from a single bullock, fully utilising its hide from farm to finished product
- For non-leathers, choose recycled or water-based PU or opt for alternatives or lower-impact synthetics

STEPIC forecasts: STEPIC Strategies 2027: Industry - Protective & Open, STEPIC Strategies 2027: Creativity - Play Power, STEPIC Strategies 2027: Environment - Climate-Changed, STEPIC Innovations 2026: Industry - Long-Term Lifespans, STEPIC Innovations 2026: Creativity - Multisensory Interfaces



Unearthed

The consumer desire to nurture closer relationships with nature has recontextualised outdoor looks with a wabi-sabi quality, where simplicity, imperfection and blending in are key.

Design strategies

- Include naturally weathered, aged or worn textures and finishes that appear to have been excavated from the earth on classic silhouettes
- Introduce recycled Hammered Metal and responsibly source semi-precious stones with imperfections for jewellery
- Take inspiration from Earth's Terrain for colour, print and pattern, referencing rocks, fossils, minerals, soil and foliage. Use these to create immersive 'eco-echo' designs that mirror their surroundings or camouflage within them
- Contrast Nature's Camouflage with animal skins, transitioning Dotted Animal Markings and generating newness with Pony Hair made from responsible leather, non-leather alternatives or low-impact synthetics

Relevant for: all categories



The materials are treated as skin rather than surface, layered, padded, distorted, and scarred. Hair-on cowhide represents the outer body, while soft leathers and stuffing simulate incomplete growth and internal pressure, referencing the mooncalf as a failed or interrupted formation.

Technique Board

Form Deformation

- Gravity-Formed Construction
- Uneven Padding / Localized Stuffing



Uneven Texture

- Malformation
- Cursed Symbolism



Eerie Ornamental

Responding to societal upheaval and feelings of anger and rage, stylised gothic ornamentation addresses darker emotions and symbolises individuality and rebellion against mainstream culture.

Design strategies

- Experiment with contrasts across materials and details, including light and shadow, soft and sharp, curved and pointed, and perfect and imperfect
- Extend this to include harmonious BlackAndWhite colour combinations
- Explore sensual #Lace and #Sheers for soft textures, favouring recycled fabrications
- Add protective spikes for Subversive and to complement Future Armour
- Explore S/S 26's Enchanted theme and protective talismans, mystic and designs with gothic, #DarkRomance storytelling qualities
- Consider angel and devil symbolism, noting the Diabo #BalletShoe by Spanish designer Paula Canovas del Vas
- For eyewear, add dark decorative details to a wide range of frames, referencing the styles by Budapest-based brand Okkul
- Combine with Gotham Core for menswear ranges influenced by DC Comics' atmospheric fictional city









WGSN

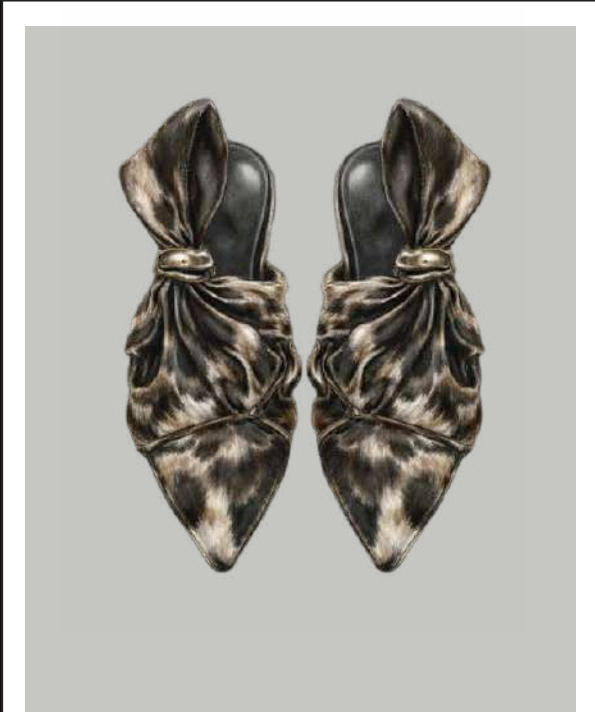
The form of the shoe and bag is developed through controlled deformation rather than rigid construction. Soft leather bodies are allowed to collapse, sag, and swell under gravity and uneven internal padding, creating distorted volumes that resemble incomplete or malformed growth. Uneven textures, achieved through hair-on cowhide, partial shaving, layered skins, and irregular seam placement, are treated as signs of malformation rather than decoration. These subtle irregularities reference bodily imperfection and interrupted development, while refined craftsmanship, restrained color, and precise finishing maintain a sense of quiet luxury.



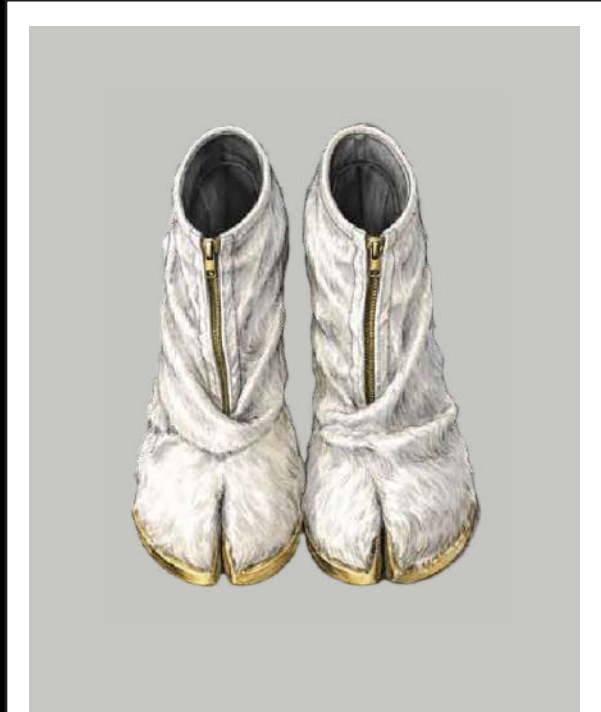
ตารางสรุปการออกแบบ

องค์ประกอบการออกแบบ	ปัจจัยที่มีผลต่อการออกแบบ			สรุปองค์ประกอบการออกแบบ
	กลุ่มเป้าหมาย	แนวโน้มการออกแบบ	แรงบันดาลใจ	
คำจำกัดความ	ผู้บริโภคนิชนิเวศน์ระดับ niche-avant-garde อายุประมาณ 20-35 ปี ที่สนใจแฟชั่นเชิงแนวคิด ศิลปะร่วมสมัย และการตั้งคำถามต่อ beauty standard ไม่มียึดติดความสมบูรณ์แบบของรูปร่างหรือฟังก์ชัน	<ol style="list-style-type: none"> 1. Tonal Greys & Wax Paper: การใช้โทนสีหม่น 2. Pony Hair: การใช้หนัง Hair-On Cowhide 3. Unearthed: การออกแบบเลียนแบบธรรมชาติ 4. Eerie Ornamental: ดีเทลที่แสดงถึงความกบฏ 	Mooncalf folklore และ body horror เชิงสัญลักษณ์ ร่างที่เกิดผิดพลาด ถูกแรงธรรมชาติบิดเบือน และถูกสังคมมองว่า “ไม่ควรมียู่” 	คอลเลกชันที่มองความผิดรูปเป็นความงามเชิงโคสเคร้า (tragic beauty) และใช้แฟชั่นเป็นภาษาวิจารณ์มาตรฐานร่างกาย
โทนสี	โทนสีที่ไม่ฉูดฉาด เหมาะกับผู้สวมใส่ที่ต้องการสื่ออารมณ์มากกว่าความสวยงามแบบ commercial		Bruised scar, milk rot, omen black, curdled flesh, waxed bone สีของร่างกายที่เสื่อม ผิดปกติ และกึ่งมีชีวิต	สีถูกใช้เพื่อทำให้กระเปาะและร่องเท้าดู “ป่วย”, ซีด, หนัก และไม่สบายตา
โครงสร้างเงา	 <p>ผู้ที่เปิดรับรูปร่างที่ไม่สมมูล และตั้งคำถามกับความสวยงามปกติ</p>	 <p>เทรนด์ Unearthed การเลียนแบบธรรมชาติที่ imperfect</p>	กายวิภาคของลูกวัวที่ยังไม่สมบูรณ์ อวัยวะที่เหมือนจะหลุด ย้อย หรือจัดวางผิดตำแหน่ง แร่งโน้มถ่วง การถูกกดทับ ร่างที่ถูกบังคับให้อยู่ในสภาพผิดธรรมชาติ	รูปทรงผิดสมมูล Asymmetrical ดูเหมือนถูกบีบรัด บิด งอ เหมือนร่างกายไม่สมบูรณ์ และมีการเลียนแบบรูปทรงธรรมชาติ
รูปทรง				
วัสดุที่ใช้ในการออกแบบ	ให้คุณค่ากับวัสดุจริง พื้นผิวจริง และความดิบ		หนังวัวแบบ hair-on cowhide ที่สื่อถึงต้นกำเนิดของร่างกายและความเป็นสัตว์	ใช้ hair-on cowhide เป็นวัสดุหลัก เพื่อสร้างความรู้สึกถึงร่างกาย กึ่งวัตถุ
เทคนิคจำเพาะ	ยอมรับงานฝีมือที่ตั้งใจ “ไม่เรียบร้อย”		การซ่อมร่าง การประกอบร่างที่ไม่สมบูรณ์	การบิดฟอร์ม ทำให้ดูเหมือนซ่อมร่างกาย/ ประกอบร่างกาย ดูไม่เนียน เหมือนถูกบีบรัด บิด งอ เหมือนร่างกายไม่สมบูรณ์

Shoes Designs



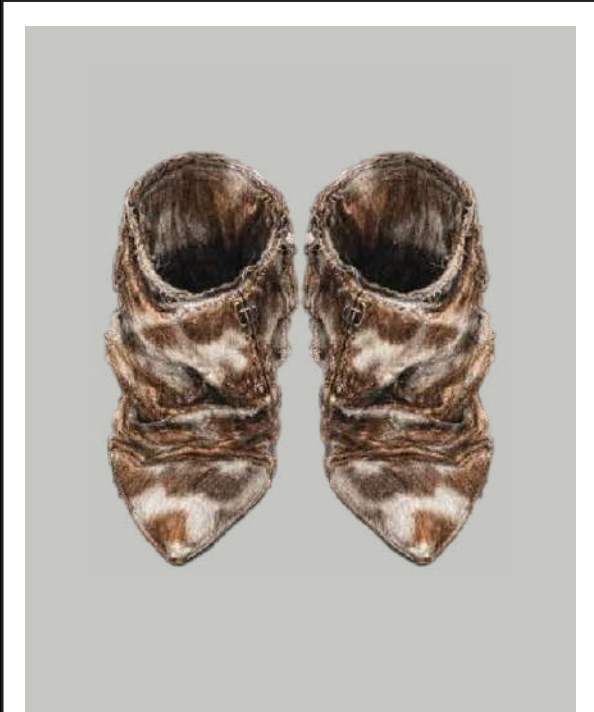
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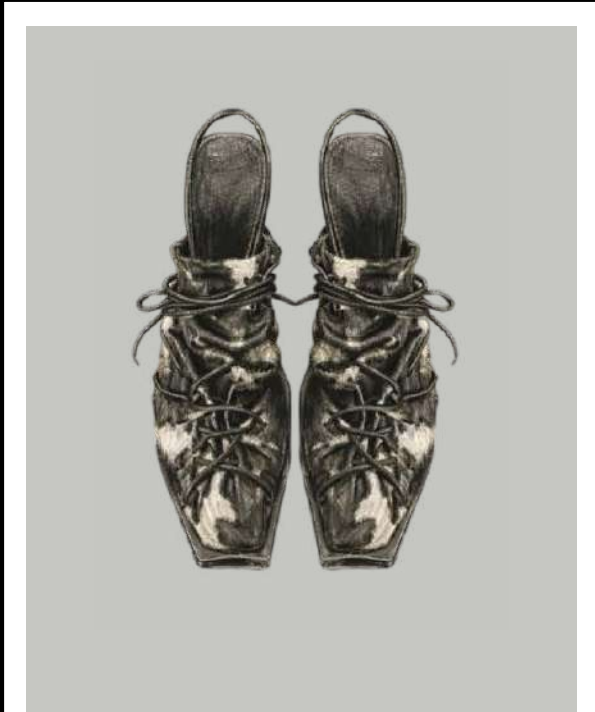
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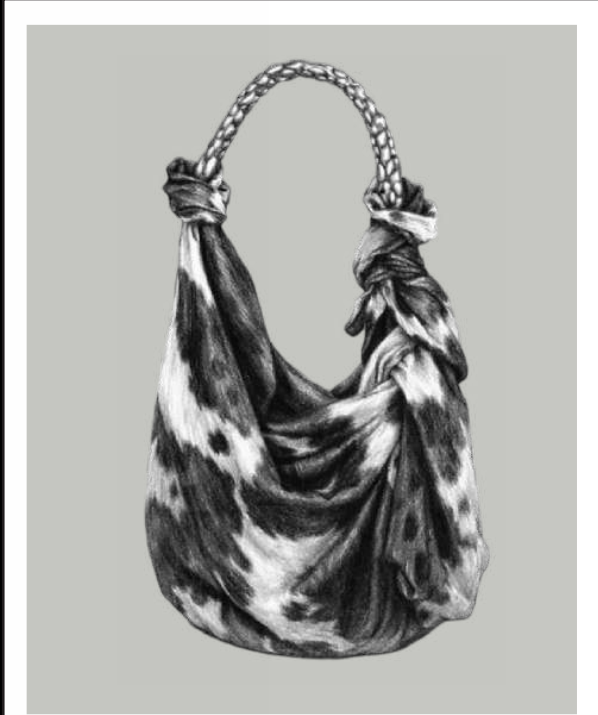


Final Design

Bag Designs



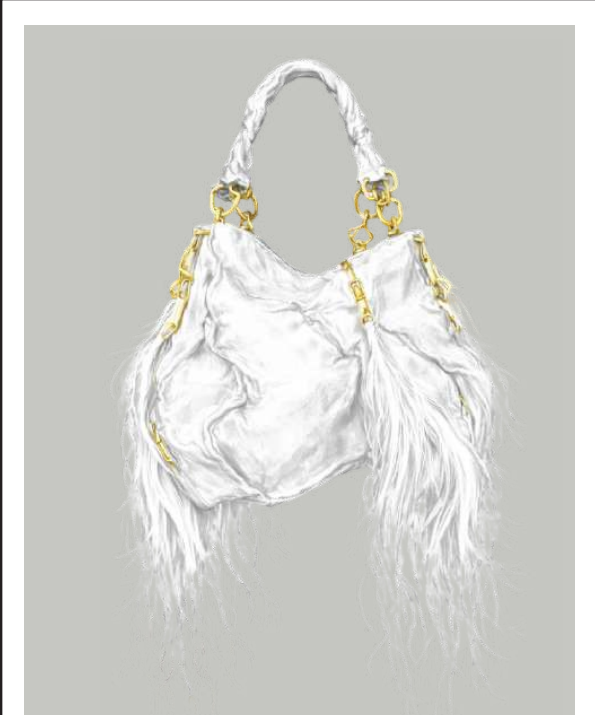
Final Design



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02



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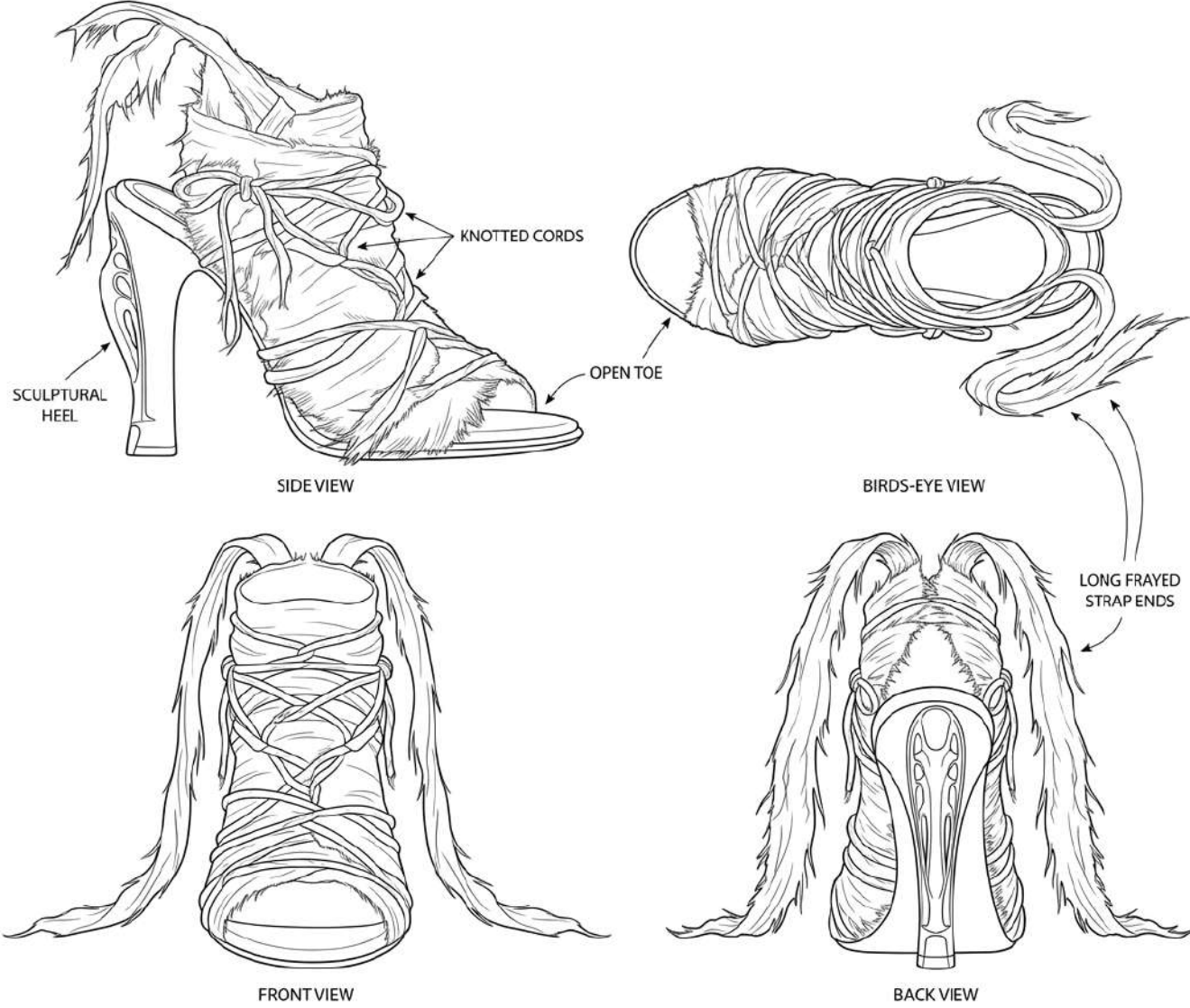



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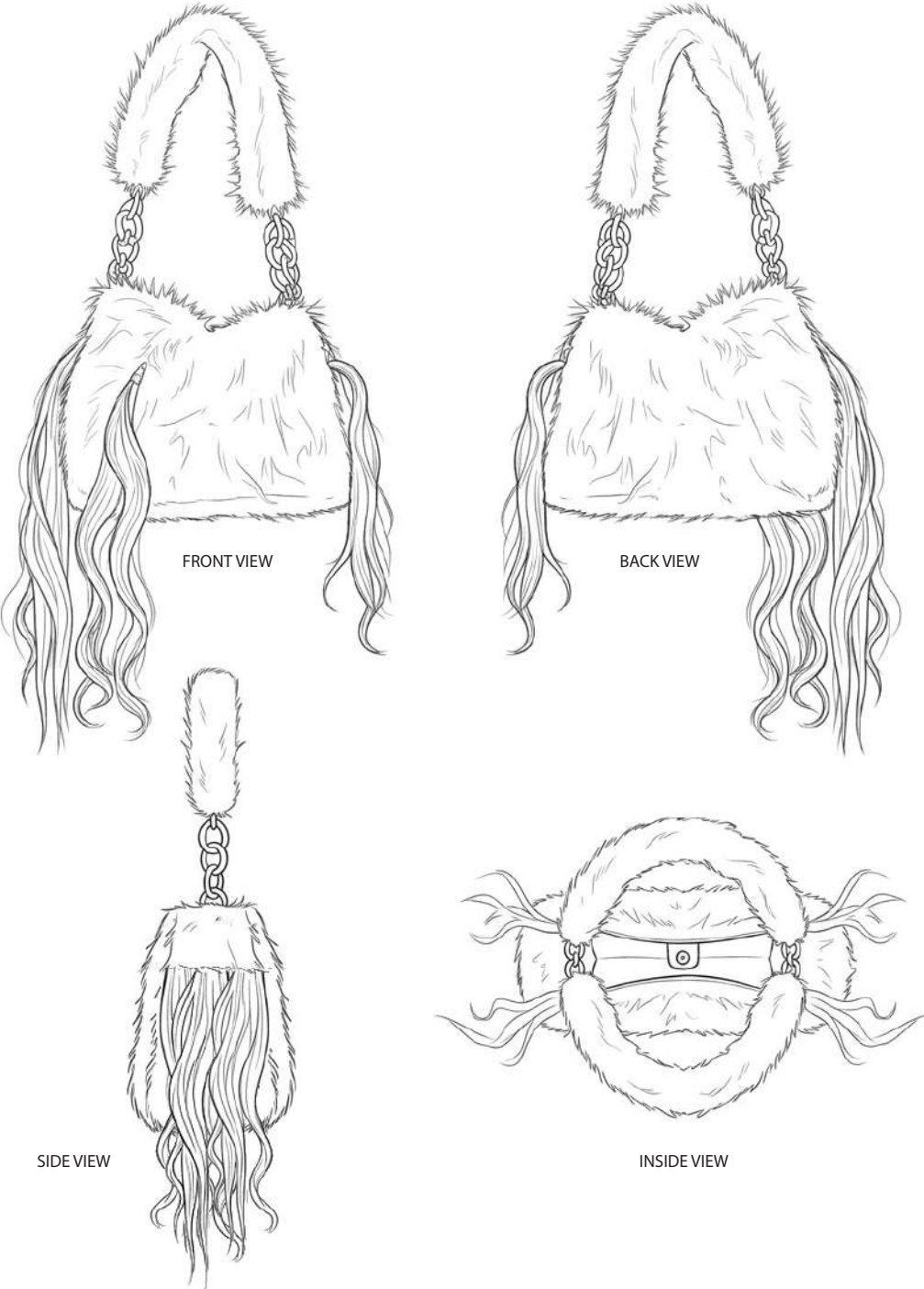



TECHNICAL SHEET

season:	Autumn / Winter 2026	description <i>MORPHIC HUSK Sculptural Heels - Bone / Antique Gold</i> <i>The Morphic Husk redefines elegance through the lens of "Mooncalf" biological diversity. Featuring raw, distressed fabric wraps that mimic organic sinew, this avant-garde silhouette is anchored by a blackened-gold sculptural heel that appears to grow from the sole. A rebellion against traditional beauty, these heels transform "distortion" into a high-fashion statement. Pair with deconstructed tailoring for a provocative, sophisticated look.</i>
collection:	MONSTRA	
date:	May 15th 2026	
style:	Ugly fashion / Raw / Grotesque	
product name:	MORPHIC HUSK	

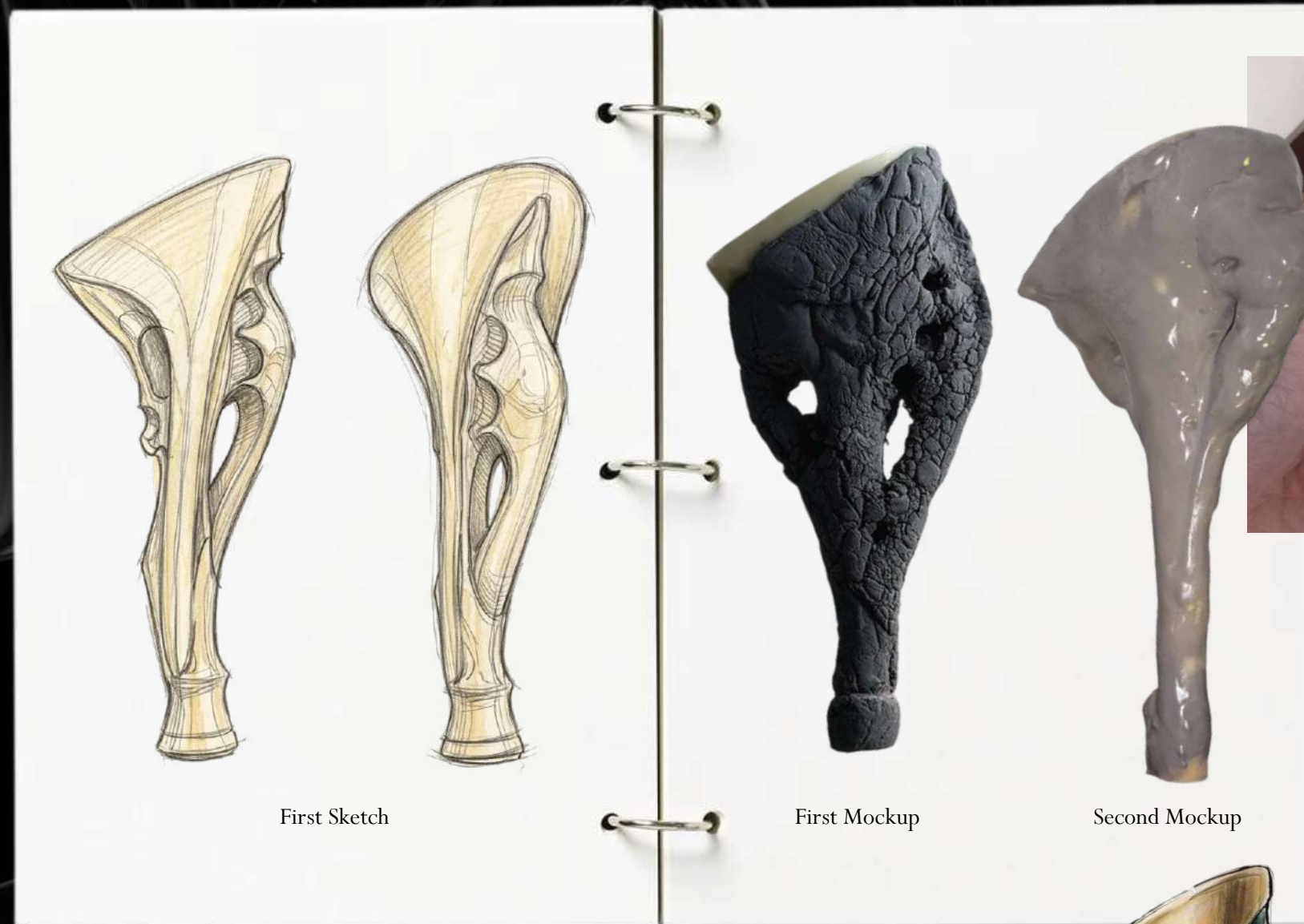
sketch design	Technical drawing	size spec								
		<p>Size: EU 45 Heel Height: 4.5 inches Closure: Multi-wrap lace-up system Design: Open-toe / Frayed organic finish</p>								
<p>swatch swatch</p>		<p>colors</p> 								
 <p>HAIR-ON COWHIDE</p>		<p>materials detail</p> <p>fabric</p> <table border="1"> <thead> <tr> <th>material name</th> <th>supplier name/contact</th> </tr> </thead> <tbody> <tr> <td>Hair-on Cowhide</td> <td>Charoen Rat</td> </tr> <tr> <td>Rope</td> <td>Charoen Rat</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	material name	supplier name/contact	Hair-on Cowhide	Charoen Rat	Rope	Charoen Rat		
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3D Printing Heels	Freelancer - Hwan Hwan									

TECHNICAL SHEET

season:	Autumn / Winter 2026	description <i>OSTRA Fur Bag - Bone / Antique Gold</i> <i>The Ostra bag transforms social exclusion into an avant-garde statement. Inspired by "Mooncalf" biological rebellion, it features an untamed faux-fur body accented by long, cascading fringes that challenge traditional symmetry. Weighted by heavy antique gold hardware, this piece is a shell that celebrates unconventional form. Pair with deconstructed silhouettes to highlight its provocative texture.</i>
collection:	MONSTRA	
date:	May 15th 2026	
style:	Ugly fashion / Raw / Grotesque	
product name:	OSTRA	

sketch design	Technical drawing	size spec																						
	 <p style="text-align: center;">FRONT VIEW BACK VIEW</p> <p style="text-align: center;">SIDE VIEW INSIDE VIEW</p>	<p>Body Width: 28 cm Body Height: 24cm Depth: 10 cm Fringe Length: 30–50 cm Handle Drop: 24 cm</p>																						
<p>swatch swatch</p>		<p style="text-align: center;">colors</p> 																						
 <p>HAIR-ON COWHIDE</p>		<p>materials detail</p>																						
<p>accessories sample</p>		<p>fabric</p>																						
		<table border="1"> <thead> <tr> <th>material name</th> <th>supplier name/contact</th> </tr> </thead> <tbody> <tr> <td>Hair-on Cowhide</td> <td>Charoen Rat</td> </tr> <tr> <td>Synthetic Hair Piece</td> <td>MBK Center</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <th>production house</th> <th>supplier name/contact</th> </tr> <tr> <td>K. Yon</td> <td>K. Yon</td> </tr> <tr> <th>accessories</th> <th>supplier name/contact</th> </tr> <tr> <td>Bag Hardware</td> <td>Charoen Rat</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	material name	supplier name/contact	Hair-on Cowhide	Charoen Rat	Synthetic Hair Piece	MBK Center					production house	supplier name/contact	K. Yon	K. Yon	accessories	supplier name/contact	Bag Hardware	Charoen Rat				
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Bag Hardware	Charoen Rat																							

3D Heel Experiment



This heel experiment explores organic, bone-like structures inspired by distorted anatomy. The form is developed through iterative sculpting, translating skeletal voids and asymmetrical weight distribution into a functional heel. The result balances structural feasibility with an unsettling, biomorphic aesthetic that reflects the core concept of Monstra.

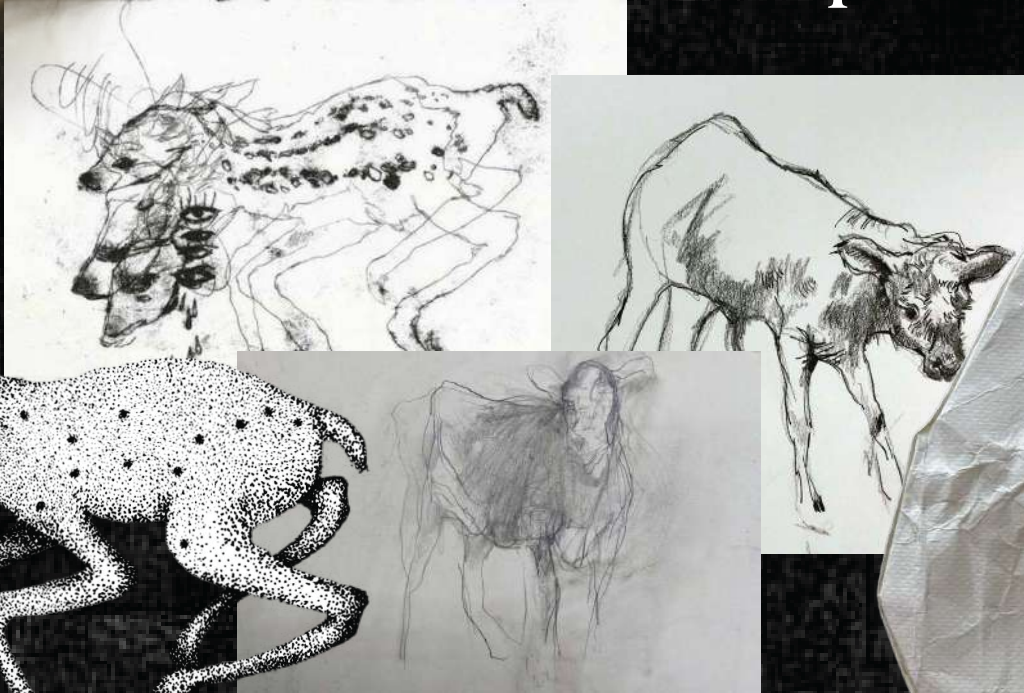


Technique for Shoes Upper



This upper technique explores binding and entanglement as a construction method, using layered wrapping to mimic restraint and distortion of the body. The irregular, web-like structure creates tension across the surface while remaining wearable, translating the concept of confinement and unnatural formation into a tactile, handcrafted upper.

Paper Bag Mockup



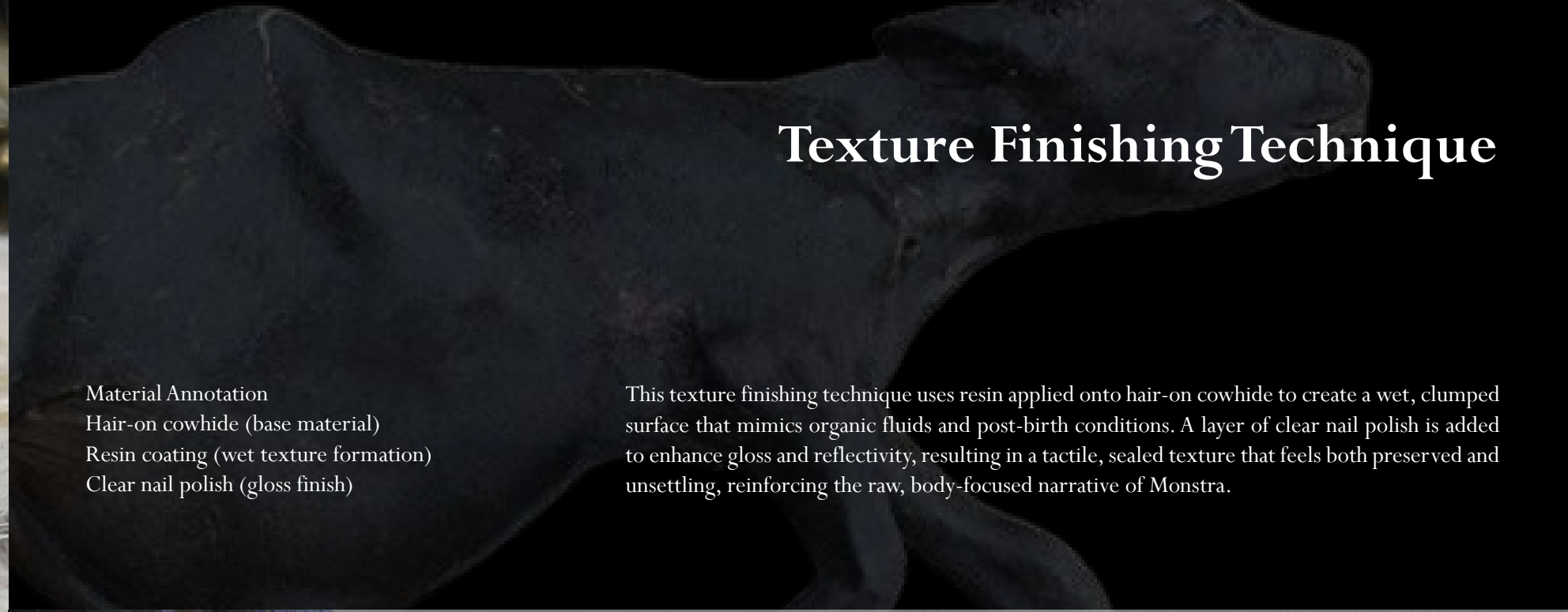
This bag mockup explores asymmetry through irregular, collapsed forms inspired by the distorted anatomy of a deformed calf. The uneven silhouette reflects instability and imperfect growth, while the extended hair-like texture emphasizes gravity and organic flow. Together, these elements create a tactile, unbalanced structure that embodies the unsettling beauty of deformation within the Monstra concept.



Texture Finishing Technique

Material Annotation
Hair-on cowhide (base material)
Resin coating (wet texture formation)
Clear nail polish (gloss finish)

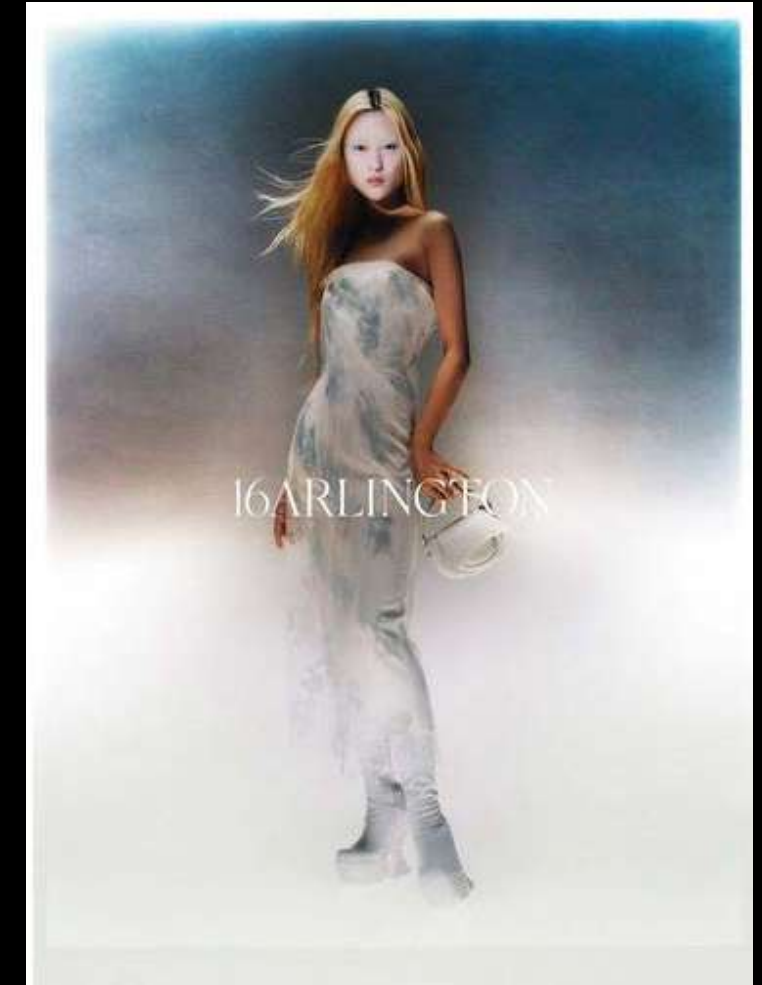
This texture finishing technique uses resin applied onto hair-on cowhide to create a wet, clumped surface that mimics organic fluids and post-birth conditions. A layer of clear nail polish is added to enhance gloss and reflectivity, resulting in a tactile, sealed texture that feels both preserved and unsettling, reinforcing the raw, body-focused narrative of Monstra.



...are interested to
...NOW with A
...to a choice
...the cashback
...FABRIC HAT
...two thousand l
...SOMETHING HOT, JUICY, AND SO UTTERLY SIMPLE, THAT YOU CAN
...S on these best selling pickups.
...NEEDS. I MEAN, KNOW PEOPLE WHO DON'T EAT BURGERS.
...eat value programs also offered on most Big board pickups.
...I TRUST THEM.
...savings now!"

Lighting References for Photoshoot

High Contrast
Ethereal
Sophisticated



The photoshoot references draw inspiration from ethereal high-fashion editorials, combining high-contrast lighting, soft blurs, and dreamlike movement to create an atmosphere that feels both otherworldly and intimate. The visual direction emphasizes fragility, distortion, and elegance, allowing the garments and accessories to appear as haunting, almost mythical objects suspended between fantasy and reality.

Monstra







The Morhic Husk shoes emerge as haunting artifacts suspended between beauty and deformity, inspired by the folklore of the mooncalf and the anatomy of medieval armor. Wrapped in raw textures, exposed stitching, and fragile sculptural forms, the design evokes a creature both delicate and unsettling, a distorted relic carried like an object of devotion, blurring the line between fashion, monstrosity, and decay.











The Ostra bag is envisioned as a living relic, soft yet uncanny, wrapped in tangled fur and elongated strands that resemble traces of a mythical creature in transformation. Inspired by the mooncalf's fragile anatomy and the grotesque beauty of medieval folklore, the piece embodies a tension between comfort and discomfort, appearing less like an accessory and more like something instinctively protected and carried close to the body.







Monstra — Fall/Winter 2026