

REAL LEATHER THAILAND

THE LEISURE ESTATE



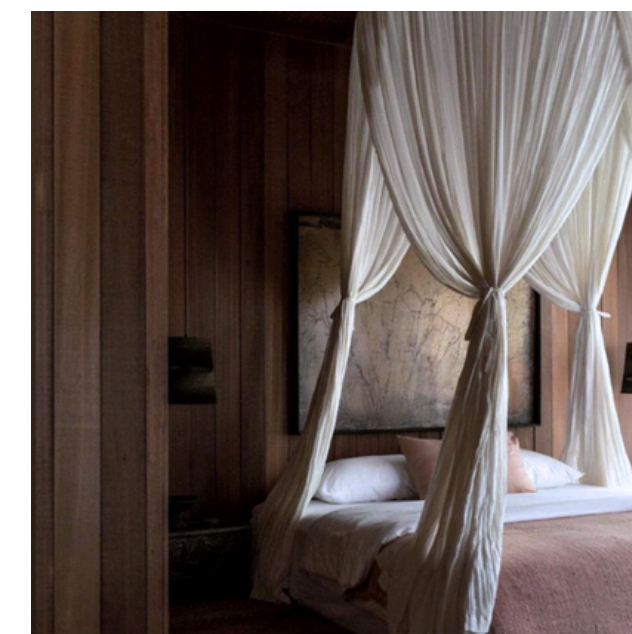
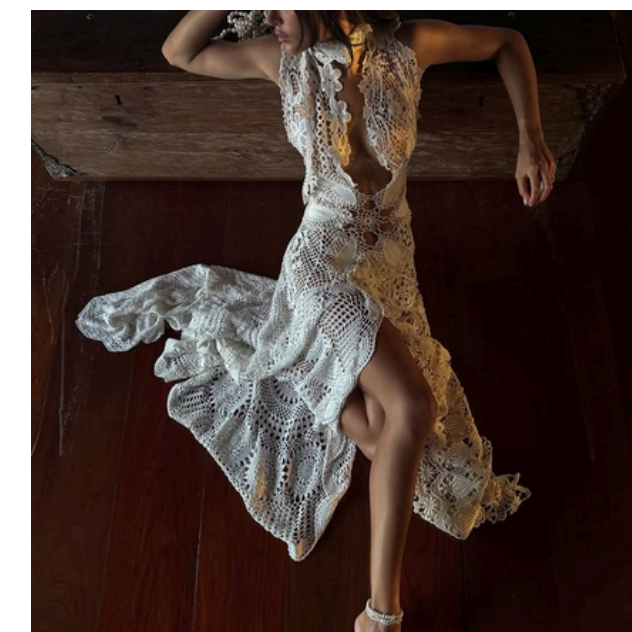
LEISURE AS LUXURY

IN A WORLD DRIVEN BY CONSTANT CONSUMPTION AND EVER-CHANGING TRENDS, TRUE LUXURY IS NO LONGER DEFINED BY EXCESS, BUT BY LONGEVITY, CRAFTSMANSHIP, AND EMOTIONAL VALUE.

THIS COLLECTION EXPLORES THE CONTRAST BETWEEN THE ENDURING STRENGTH OF LEATHER AND THE QUIET SOFTNESS OF LEISURE LIVING. INSPIRED BY THE TIMELESS ELEGANCE OF COUNTRYSIDE RETREATS, HERITAGE INTERIORS, AND OLD-MONEY LIFESTYLES, IT REINTERPRETS CATTLE LEATHER THROUGH FLUID DRAPING, SOFTENED STRUCTURES, AND ARTISANAL DETAILING.

LEATHER HAS LONG BEEN VALUED FOR ITS DURABILITY AND ABILITY TO AGE BEAUTIFULLY OVER TIME. LIKE HEIRLOOM FURNITURE, VINTAGE ARCHITECTURE, OR TREASURED OBJECTS PASSED THROUGH GENERATIONS, ITS CHARACTER DEEPENS RATHER THAN DIMINISHES WITH AGE. BY TRANSFORMING A TRADITIONALLY STRUCTURED MATERIAL INTO GARMENTS THAT EMBODY COMFORT, STILLNESS, AND UNDERSTATED LUXURY, THE COLLECTION CHALLENGES THE FAST-FASHION MINDSET AND CELEBRATES A SLOWER, MORE MEANINGFUL RELATIONSHIP WITH CLOTHING.

SOFT HERITAGE IS A REFLECTION OF TIMELESS LIVING—WHERE BEAUTY IS NOT CREATED BY NOVELTY, BUT BY PERMANENCE.



DEMOGRAPHICS

AGE

- 25-45 YEARS OLD

INCOME LEVEL

- UPPER-MIDDLE TO HIGH INCOME

OCCUPATION

- URBAN PROFESSIONALS, CREATIVE EXECUTIVES, DESIGNERS, AND ENTREPRENEURS WORKING IN FASHION, ART, MEDIA, AND CREATIVE INDUSTRIES

EDUCATION

- UNIVERSITY-EDUCATED AND CULTURALLY AWARE

LOCATION

- MAJOR GLOBAL CITIES CONNECTED TO FASHION AND ART INDUSTRIES SUCH AS PARIS, LONDON, NEW YORK, TOKYO, AND BANGKOK

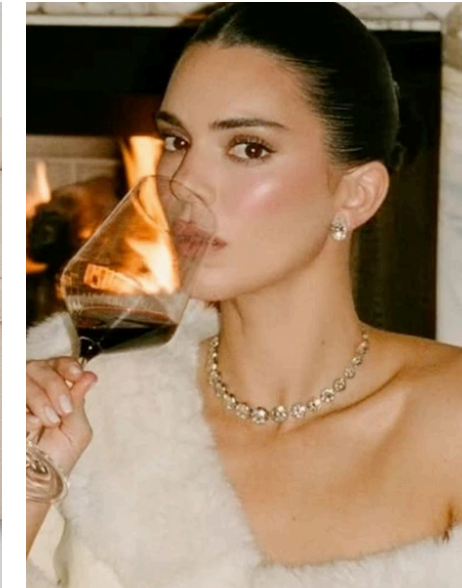
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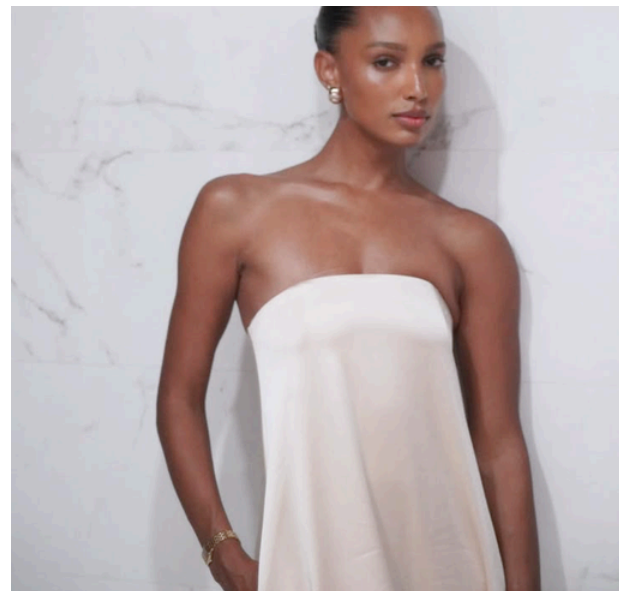
CULTIVATED EASE
05



LUXE
06



SENSE HERITAGE
07



EMOTIONAL & PSYCHOLOGICAL DRIVERS

CONFIDENCE & POWER

- They express confidence through refined silhouettes, architectural structures, and high-quality craftsmanship rather than overt displays of luxury.

FASHION PREFERENCES

- They are attracted to rare materials and artisanal details that create a sense of individuality and quiet distinction.

SHOPPING BEHAVIOR

- They value pieces that transcend seasonal trends, investing in timeless designs with sophisticated and enduring color palettes.

PSYCHOGRAPHICS

LIFESTYLE

- Urban, culturally engaged, and design-driven individuals who appreciate aesthetics and thoughtful living.
- They enjoy visiting galleries, traveling, discovering fine cafés, and living in curated modern interiors.
- Balance, mindfulness, and refined simplicity are important aspects of their lifestyle.

FASHION PREFERENCES

- They are drawn to luxury and quiet luxury aesthetics, favoring timeless elegance over visible logos.
- Their style preference includes sculptural silhouettes, refined draping, and rich textures.

SHOPPING BEHAVIOR

- They prefer to purchase fewer but higher-quality pieces, prioritizing craftsmanship and thoughtful design.

THE LEISURE ESTATE



THE LEISURE HOUSE TIMELESS, INHERITED TASTE

THE COLLECTION EXPLORES THE CONTRAST BETWEEN THE ENDURING STRENGTH OF LEATHER AND THE SOFTNESS OF LEISURE LIVING. INSPIRED BY OLD-MONEY RETREAT CULTURE AND TIMELESS COUNTRYSIDE ELEGANCE, THE DESIGNS REINTERPRET CATTLE LEATHER THROUGH FLUID DRAPING, RELAXED SILHOUETTES, AND ARTISANAL DETAILING — TRANSFORMING A TRADITIONALLY RIGID MATERIAL INTO SOMETHING CALM, SENSUAL, AND EMOTIONALLY ENDURING.

RATHER THAN FOLLOWING SEASONAL TRENDS, THE COLLECTION REFLECTS THE VALUES OF HERITAGE LUXURY: LONGEVITY, CRAFTSMANSHIP, REPAIRABILITY, AND PIECES THAT BECOME MORE BEAUTIFUL WITH TIME. JUST LIKE VINTAGE INTERIORS, HEIRLOOM FURNITURE, OR INHERITED ESTATES, THE LEATHER IS DESIGNED TO AGE GRACEFULLY AND CARRY EMOTIONAL VALUE ACROSS GENERATIONS.

THE LEISURE ESTATE



THE LEISURE ESTATE



SILHOUETTE

- RELAXED ELEGANCE
- SOFT DRAPING
- MODERN FEMININE SHAPES



MATERIAL

- REAL CATTLE LEATHER
- LASER-CUT LEATHER LACE
- LEATHER CROCHET-INSPIRED DETAILS
- RECONSTRUCTED LEATHER EMBELLISHMENT

SURFACE DEVELOPMENT

- NEGATIVE-SPACE LACE EFFECTS
- RECYCLED FLORAL COMPOSITIONS

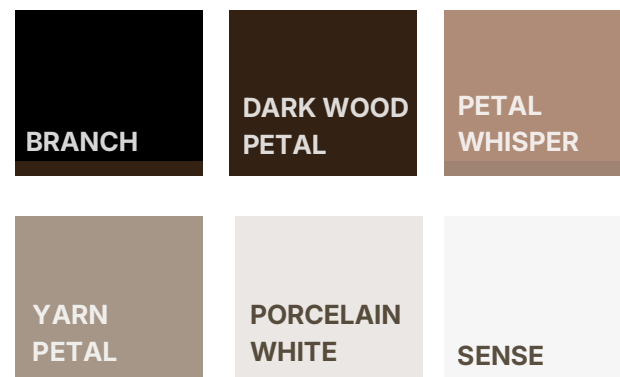


DECORATIVE ELEMENTS

- TASSEL DETAILS INSPIRED BY HERITAGE HOME DÉCOR
- VINTAGE INTERIOR ORNAMENTATION
- SOFT ARTISANAL CRAFTSMANSHIP

LEISURE AS LUXURY HOUSE OF STILLNESS

THE COLLECTION PRESENTS A HARMONIOUS BLEND OF MODERN STRUCTURE AND ROMANTIC BOTANICAL EXPRESSION. INSPIRED BY CURATED INTERIORS AND FLORAL ARTISTRY, THE DESIGNS REFLECT A QUIET FORM OF LUXURY WHERE SOFTNESS, ELEGANCE, AND EMOTIONAL CALMNESS COEXIST WITHIN CONTEMPORARY FASHION.



COLOUR PALETTE

- IVORY
- WARM NUDE
- OATMEAL BEIGE
- TOBACCO BROWN
- SOFT CHARCOAL



MATERIAL TECHNIQUE DIRECTION

LASER-CUT LEATHER LACE

- USE NEGATIVE SPACE LIKE LACE
- DELICATE BUT STRUCTURED
- INSPIRED BY FLORAL VINES OR ANTIQUE LACE

LEFTOVER LEATHER PIECES BECOME:

- FLORAL APPLIQUÉ
- TASSELS
- FEATHER-LIKE TEXTURES
- DIMENSIONAL EMBROIDERY

LEISURE

SOFT HERITAGE PRESENTS A NEW LANGUAGE OF LEATHER—ONE THAT IS SOFTER, QUIETER, AND MORE ENDURING. BY TRANSFORMING A MATERIAL TRADITIONALLY ASSOCIATED WITH STRENGTH INTO EXPRESSIONS OF COMFORT, FEMININITY, AND TIMELESS LEISURE, THE COLLECTION CELEBRATES CRAFTSMANSHIP, SUSTAINABILITY, AND THE LASTING BEAUTY OF SLOW LUXURY.



THE EVERYDAY
LEISURE SUIT



LEATHER LACE
COLUMN DRESS



SOFT FEMININITY



COUNTRYSIDE
LEISURE DRESS



HERITAGE BATHROBE



MODERN WRAP



THE HEIRLOOM DRESS

LEISURE

SOFT HERITAGE IS A REFLECTION OF TIMELESS LIVING
WHERE BEAUTY IS NOT CREATED BY NOVELTY, BUT BY PERMANENCE.

HIDDEN
CRAFTSMANSHIP

LASER CUT PATTERN

WASTE-TO-DETAIL
CRAFTSMANSHIP

LACE

LASER-CUT FLORAL
SURFACE



TASSEL DETAIL



LACE FORM LEATHER

FLORAL APPLIQUÉ



LOOK 3
SOFT FEMININITY