

Promoting the ASEAN Creativity of Costume Culture and Industry

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Abstract

The academic journal aims to propose scholars' and administrators' important and beneficial points of views in many aspects for the ASEAN costume culture and industry in order to support and encourage the AEC. There are three main ideas of ways of Promoting the ASEAN Creativity of Costume Culture and Industry discussed in this journal. Moreover, the journal also proposes the discussion of the benefits that Thailand will receive from participating the AEC which can be used as a tool to urge and guideline Thai people how to be ready and prepare themselves for the next step of development and creativity when participating the AEC.

Keywords : Promotion, ASEAN Creativity, Costume Culture, Costume Industry, Encouragement

INTRODUCTION

The ASEAN costumes are very outstanding, graceful and unique in themselves to identify the way of the Asian life. This is a way to understand and learn to maintain and promote the spirit of the unity of all levels of society in ASEAN under the slogan "One Vision, One Identity, One Community".

Moreover, **Mala Ritnim, 2014** said that not only the national costumes were various in their beauty, but also they did reflect the

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understanding of the national cultural basis.

In addition , **Commerce Academic , 2015** said that national costumes were a cultural heritage , national identity , arts , ways of life and belief of each country which have been developed and integrated according to the environment , and social condition in each country.

According to **Article , 2015.** suggested that lifestyles of living of each tribe which were melt from their own cultures politics , education , status , religions and other factors enriching costumes fashion of people in the Asian zone and were overwhelmed with interesting and charming identity.

So , it is necessary to see the importance of lifting up and pushing the ASEAN dignity to be in the top rank of the world stage for the first priority. There are three important ways to strongly and effectively promote the ASEAN creativity of costumes culture and industry.

Firstly , promoting by pushing the local brands in a country to be extended in the regional or world class level. Secondly , promoting by pushing the ASEAN countries to be a hub of the ASEAN costumes. Thirdly , exporting ASEAN costumes business to the world market. These three important ways can fulfill the objectives of achieving success in promoting the ASEAN creativity of costume culture and industry

Promoting by pushing the local brands in a country to be extended in the regional or world class level will be discussed as follows.

Siam Business , 2013. recommended that it was very important to manage ASEAN cross cultures and consider strategies of negotiation before trading or doing a business with ASEAN countries in order to achieve success and get more benefits. However , it was necessary to create a good relationship among ASEAN countries , open mind for an information and opinions from other people , and try to understand each other too.

MGR Online , 2014. reported an information about the brand name fashion products encouraged by the Textile Industry Development Institute



which marched the Road Show of the Muslim -Thai costumes concept “ Bunga Slatan ” with the aim to raise the level of operators in 5 southern frontier provinces to Singaporean market with the high marketing values of 1.5 ten thousand million per year.

Soothinee Poupaka , 2014. suggested to open Muslim textile and costume products of Thailand in Singaporean market was very important in enhancing the opportunity in disseminating products and raise the level of Thai textile standard to universal markets starting from ASEAN to ASEAN region in the future.

Hence , to achieve success in promoting , the local brands in a country should be extended in the regional or world class level in order to gain reputation from words of mouth of those who have ever been brand name product distributors and bought brand name products before.

Commerce Academic , 2015. gave an information that brand name fashion products created by ASEAN countries were accepted more from the local people , the westerners and also those from many developed countries. But if mention about the fashion , it has been intense only in the capital city where the power of purchasing was in a high level with the wide spread of hundred department stores located in many areas and also products obviously sold along grade levels of those department stores.

However , local brands in the country still haven’ t been extended to the regional or world class brands. The marketing strategies were just mostly done within the country.

Promoting by pushing the ASEAN countries to be a hub of the ASEAN costumes will be discussed as follows.

Article, 2012. suggested that the integration of ASEAN was to give a good helping hand and empower the status in the world market. However , the difference of each country was beneficial in helping each other and build a new ASEAN potentiality. Moreover , to make ASEAN the joined market in the world level , the goods had to have a free mobility in ASEAN countries.



Sompol Ratanapibal , 2014. analyzed the opportunity of the Muslim fashion market when being compared with the export values of Thai textiles in each year which was not less than one hundred thousand million baht. Consequently , the attempt of pushing the Muslim fashion was made for operators to understand the world of costumes and fashion through the patterns and trends of colour of the tendency in the industrial world.

That’ s why seminar and development projects were held for operators and designers. Meanwhile , they were taken to visit abroad too so that they could have more experiences.

In addition , the fashion shows were held to emphasize the seminar participants to take part by sending their works for the competition. Then both muslim people and non muslim would know what was going to occur and also the changing things along the current which was stranger than general fashions.

This might be a part of solving problems , developing the areas , job , career and economic creating. Moreover , the operators were emphasized to be stronger in producing more products which was more industrial too.

Soothinee Poupaka , 2014. revealed that the textile and costume products under the brand Lawa@THTI organized by the cooperation of the Textile Industry Development Institute and operators in 5 Southern frontier provinces for example ; Stule , Songkla , Pattani , Yala and Narathiwat which was supported with main objectives of adding values of Muslim textile and costume products and developing a knowledge of product and package design and technology in producing process through creative ideas that enhanced outstanding and identical products which extended the opportunity and ways to compete more in the ASEAN markets and region.

Moreover , the road show and master product distribution under the collection “ Bunga Slatan ” was neatly designed for 16 styles of costumes which gained overwhelmed admiration and accept from operator representatives and a group of Singaporean customers who participated the show.



The success was from encouraging and developing operators in 4 main activities of Textile Industry Development Institute.

Prasong Nilbanjong , 2016. revealed that Textile Industry Development Institute has kept on the project of the textile product development and Muslim costume in four southern border provinces of Thailand in order to add value of textile products and Muslim costumes by developing a knowledge of designing , products , packaging , technology through extending marketing opportunity in the ASEAN region.

Moreover , Muslim fashion is developed in a high level under the concept of “ Co-Design ” in which various kinds of cultures in the ASEAN part are melt together by inviting three popular designers from three countries in the ASEAN region for brainstorming.

In addition , there are four main activities under the project of product development and Muslim costumes in southern border provinces of Thailand In the fourth phase as follows :

- The first activity : To develop the textile products and Muslim costumes a commercial way.
- The second activity : To transfer a knowledge of technology.
- The third activity : To transfer a knowledge of standard products and examine the product quality.
- The fourth activity : To develop a database and monitor an evaluation.

Consequently , these four main activities can help operators to become progressive in adding value of designing , developing the textile products and Muslim costumes. Besides , to be able to answer the need of consumers in the universal level and ready in the global competition for the AEC , then to be sustainable hub of the ASEAN production base of Muslim fashion in the region.

Exporting ASEAN costumes business to the world market will be discussed as follows.

Yoothasak Kunasawad , 2014. revealed that about 15 years ago



Indonesia had ever been a superpower country of the textile industry and ASEAN costumes. But when the situation changed , after Vietnam had a fast development , it became the leader of ASEAN.

At present , the tendency of Vietnam was very nice and stronger in a costume market of the USA. which possessed the market shares up to 10 percent , next was Indonesia for 6.2 percent , Cambodia for 3.1 percent , the Philippines for 1.4 percent and Thailand for just 1.35 percent.

As for the future of the export of Thailand seemed to be not so bright because of violent lacking of labours and the higher rates of wages. Especially when labours were seriously needed in producing instant costumes in the process of production that could not be replaced by machines.

Thai operators were to adjusted themselves a lot by turning to invest abroad for example ; Liberty Group , Hong Seng Group , Nice Group , Hi-tech Group , Thong Thai Group etc. for establishing costume factories in Vietnam.

Meanwhile , Lim Line Apparel Co., Ltd. , T.K. Garment Co., Ltd. etc. invested for building costume factories in Cambodia. Then bases of production in a country turned to produce textiles with higher values instead.

KRU NUCH , 2015. suggested that Thailand could extend the export and commercial opportunity by cancelling tax obstacles and non- tax obstacles for free mobility of goods. Then Thai exports to ASEAN could be extended not less than 18 – 20 %.

To encourage the investment was when budget was moved freely , then obstacles in investment between ASEAN would be reduced. So , ASEAN would be an interesting regional investment which was equal to China and India.

Furthermore , Thai operators' capability could be raised up when there was a cooperation in consuming resources of production / being a business alliance with other Asian zone countries for the Comparative Advantage and reducing the production cost.



To increase the Thai bargaining power in the stage of world trade could create the confidence to the world community. To raise the level of people 's living in a country , the results of study showed the AEC would make a true income of ASEAN raised up 5.3 percent (or \$ 69 billion USD.)

Cholticha Pattarasiriworakul , 2016. reported that in 2016 Thai textile export operators were confident that Thai textile and costume exports would recover in a positive way for at least 2 percent.

Wanlop Wittanakorn, 2016. identified the ways of Thai textile and costumes industries were strategies by prescription of being a cluster from the beginning to the end in order to create added values in all of supply chain. In addition , taking action clearly in joining the TPP and having a negotiation in doing the FTA with EU very soon to negotiate for getting the lowest rate of tariffs between each other as much as it could.

As for operators with potential goods might take a consideration in extending the investments with neighbours while doing a business in Thailand too to relieve the impact of the raised tax.



CONCLUSION

Brand name fashion products created by ASEAN countries can be successful by raising the level of textile standard to universal markets starting from ASEAN to ASEAN region in the future. Seminar , development projects , fashion shows , road show , master product distribution and many creative activities are held to help operators to become progressive in adding value of designing , developing the textile products and Muslim costumes. Then to be a sustainable hub of the ASEAN production base of Muslim fashion in the region. Because of problems of violent lacking of labours and the higher rates of wages which gives a big impact especially to the future of the export of Thailand. Many businessmen turned to invest abroad by establishing costume factories in neighbouring countries. Furthermore , joining the TPP and having a negotiation in doing the FTA with EU very soon is needed for getting the lowest rate of tariffs between each other as much as it can.



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