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Obama's Transpacific Partnership Deal
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It's Just Not What You Know, But Who You Make Happy - Tawn C's Success Story

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Photos by VincentSung.com



Succeeding in business is a tough job for anyone. With inspirational messages such as 'follow your passions' weighing heavily on our backs, sometimes the fear of failure can be too much to even take up the task. And it's easy for a successful businessman to stand on a stage and tell you to choose a career you'll enjoy, but with a rising rate of unemployment globally and a general consensus of selling ourselves short, it's hard to take that advice without doubting its true value. Similarly, the old adage 'it's not what you know, it's who you know' seems to drum itself home constantly as the rich appear to make each other richer while tripping on the poverty gap their creating between them and the poor.

The true message of business success can be difficult to pinpoint. How can we take advice from those succeeding when they're hidden behind closed doors working on their entrepreneurship in secret? We need to crack down those doors and find the people working from the bottom with a willingness to spread their message on their route to achievement. Luckily, notorious fashion designers, Tawn Chatchavalvong, is one of those people willing to tell his story.

Tawn, strangely enough, has a background in political science. Before embarking on a career in the fashion world, he gained a degree in a subject which seems entirely irrelevant, however, this scope of knowledge helps him to gain an understanding of the world around him. With a basis in societal influences, Tawn uses his degree to shape his business.

But the step from political science to fashion came from a deep love for the genre of work. With a rooted interest in the global influence that fashion has on the world, Tawn moved into the production and design of clothing with an aim to please those looking to dress for success.

One of the most notable qualities about Tawn, aside from his appealing demeanor, extreme modesty and keen eye for style, is his understanding that business is more than just passion; it's built on perseverance and an understanding of the market he's embroiled in. He believes the key to success doesn't just lie in the will to succeed but also in getting your hands dirty; he's a strong advocate for learning both the technical side

of your trade as well as having the business sense to employ these skills in a marketable manner.

The question that remains, however, is how Tawn took those underpinning values and translated them into a path to achievement with his brand. Becoming a familiar face in high society Bangkok in a very short space of time, Tawn has become a role model for those looking to replicate his success. When asked about this, Tawn says it's simple.

The underlying ethos of his brand is to make people happy. Using a personal touch, Tawn worked with friends in high circles to provide a one to one service that allowed them to express their desire for future success coupled with their personality traits through their clothing and accessories. Tawn prides himself on his ability to not only appease his customers by working closely with them to understand their desires and requirements, but also on his ability to help them push the boundaries with their clothing to showcase their true sense of being and to help them step into the roles that they covet; akin with the idiom of 'dressing for success'.

He does, however, make it very clear that building a business isn't just about you. Successful companies have a team of staff who take your message to the world and spending time training those people to understand your vision, is very important. Having personally trained his shop stylists, he explains the importance of being a point of reference for every level of worker in your brand, from seamstress to public relations. Only in having them outwardly replicate your enthusiasm will you see the business blossom to become the public brand you were aiming for.

Translating Tawn's message to the public, he believes that the key to success lies in customer satisfaction and a personal touch. It's not enough to have a strong business idea, you also need to personally show the world your face, your dreams and your passions, and only in collaborating with them to keep them happy and in working closely with our team to do the same, will you see the loyalty your customers will present you as they come back time and time again to take up your exceptional services. 