

# TOWN & COUNTRY

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THAILAND

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# TAWN'S THRONE

Meet the designer electrifying Bangkok with over-the-top glitz and 70's charm. BY VIKORN VIBHUKARUT

To get a sense of the sartorial creations of an extravagant era, it's best to start at Tawn C., a fashion house known for fine materials, sharp patterns and exquisite details. And the man behind the sophisticated designs is Tawn Chatchavalvong, who has led his eponymous label to the top of the fashion industry, while still maintaining the brand's DNA. "I am always interested in the process of finding something praiseworthy through something very historical: particularly thorough inspiration I find everywhere."

In spite of his unbridled spirit, Tawn is well attuned to the fact that his clothes need to live in the real world – after all, his dream of seeing women on the street in his designs was the reason he entered Bangkok's fashion scene nearly four years ago. He recounts, "It was a great experience to work with [acclaimed design veteran] Kai for K and I at the Bangkok National Couture Fashion Week 2011. The show made a huge impact, and I gained countless experiences from working with the legend."

Later, Tawn launched his own clothing line, and the first Tawn C. pieces reintroduced a new platform to our closets; basically, he slashed the sleeves off rigorously tailored jackets, and added scarves and fur, thereby changing the notion of causal elegance. Tawn's last show for the



house was a flurry of fetish signatures. "I loved the last collection," Tawn says. "It was a great moment for me. Every single second counted and there was nothing to regret."

Tawn's background reflects the value of passion in terms of pursuing a career – originally a Political Science graduate from the US, Tawn has certainly come very far, with massive appreciation from fashionistas. "For me, fashion is an endless study. Though my experience was in other fields, I can't imagine myself to be anywhere else."

From the beginning until now, he manages to achieve elegance amid all the decadence and glamorous references. "All my designs are accompanied by a twisted conflict of masculine and feminine version. And as my icon is every woman, all I want is to empower her," Tawn says. "I have invaluable admiration and feedback from my clients. That's why a couple of times a week, I'll go to my flagship boutique at Gaysorn and do fittings. For



instance, a mother with a daughter came into my boutique. While the mother wanted to dress up in an elegant style, the daughter was happy to mix boots with the dress. It's very interesting as it reflects how our clients add their personality to the brand."

For the latest collection, the flashback of black and white hues makes an appearance. "I get inspired while traveling aboard. I happened to see musical notes, so black and white against the silhouette of the 70s era pops up," he says. Whatever aesthetic direction his line takes, Tawn's hallmark remains at the core of the brand. "I value creativity, quality, fine materials, craftsmanship and details." Likewise, his intentions for Tawn C. are "to define and establish notions as season-less, timeless, region-less..." •