

# The Development of Contemporary Womenswear for Occasional Wear Inspired by the Clothing in King Rama V

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## Abstract

The goal of Thailand's strategic business strategy is to "aim towards a sustainable and culturally influential creative industry on a global scale" to grow the textile and fashion sectors. By 2021, the intention is to establish Thailand as the center of fashion and textile design for the area, with a focus on "contemporary fashion" by 2031. This research aims to: 1) examine women's fashion during King Rama V's reign from the start to the end; 2) create modern women's special occasion outfits inspired by the King Rama V era's attire; and 3) assess customer satisfaction with the prototype designs of modern women's special occasion outfits inspired by the King Rama V era's attire. Twelve drafts, six prototype outfits, and satisfaction surveys are among the tools employed. The two groups comprising the study sample are: Group 1 consists of five specialists who evaluate the drafts and a target group of 30 individuals who evaluate the drafts. Group 2 consists of 250 general people from Buriram Province who use random sampling to gauge how satisfied they are with the prototype clothes. The frequency distribution and mean were used to analyze the data. The study discovered that, with an average score of 4.32, which indicates a high degree of satisfaction, customers are quite happy with the modern women's special event attire inspired by the King Rama V era. The ensembles are seen to be elegant, contemporary, and appropriate for formal occasions.

**Keywords:** Contemporary Women's Outfits, Special Occasions, King Rama V Era.

Traditional folk costumes and art movements are just two of the many inspirations for contemporary fashion apparel. The goal of the design is to combine modern and historical aspects (Šabarić, 2021; Qian, 2015). Furthermore, historical inspirations have a big impact on present design by producing stylish attire that pays homage to cultural heritage (Shaker, 2020). Through the amalgamation of components from various artistic forms and movements, modern fashion designers are

capable of crafting inventive and distinct pieces that have a worldwide impact.

According to contemporary cultural trends, Thai contemporary fashion combines modern tastes with traditional history (Burapajatanana & Vongsingthong, 2015). Influential personalities in the industry (Musikapan, 2011) define that fashion in the modern consumerist and globalization eras in large part. Notwithstanding its challenges, the Thai fashion sector concentrates on satisfying consumer wants by

employing supply chain management techniques and trend tracking (Mongkolsin, 2015). According to Choachatpinyo (2004), the fashion sector in Thailand ought to prioritize creativity, initiative, and originality, with a focus on fostering local fashion production and individual consumer motivations. By combining moral experiences and establishing new venues for cultural representation, modern Thai art also contributes to the development of current fashion (Sethaseree, 2011).

Whether it is through its art or its folklore, Thailand has a rich and varied cultural image. These are collectively called cultural capital and can be used to differentiate textile and apparel design techniques. The identity, way of life, and wisdom of people from different ethnic and national groups are reflected in textiles, which are both an art form and a component of culture. This includes the materials, weaving techniques, dying, fabric patterns, and clothing styles. Over hundreds of years, these components are acquired, learned, and passed down from generation to generation. This culture is currently vanishing. It takes creativity and the arts to eloquently blend old values with contemporary lifestyles to preserve and perpetuate this cultural capital in the current day (Utiswannakul, 2016).

King Rama V's reign brought major changes to Thai clothing culture. Following his European journey, King Chulalongkorn brought European-style apparel to Thailand (Chulalongkorn, 1925). (Kanjana, 2020). There were three different and varied stages of King Rama V's (1868–1910) clothing: the early, middle, and late reigns. During the first few years (1870s and 1880s), males wore Western-style coats with silk waist wraps, shoes, and stockings, and women wore high-collared lace shirts. Blue silk sarongs and a white high-collared blazer with royal motifs were examples of formal clothing (Peleggi, 2007). In addition, clothing suitable for that time period was created by adapting elements of various civilizations. Thus, the researcher sees potential in creating modern women's special

occasion outfits inspired by King Rama V's attire. This research study focuses on Thai women's clothing during King Chulalongkorn's reign, and the idea is to use cultural capital to create designs for modern women's special occasion outfits that will perpetuate Thai clothing cultural capital in the present era.

## Research Objectives

1. To research the women's attire worn by the monarch from the start of his reign until the end
2. To create modern women's formal wear that is influenced by King Rama V's clothing for special occasions
3. To investigate customer satisfaction with modern women's special occasion dress prototype designs that are modeled around King Rama V's clothing.

## Research Methodology

The research on developing contemporary women's outfits for special occasions, inspired by the attire of the King Rama V era, is conducted as follows:

### 3.1 Sample Groups

Group 1: The professionals in this group are in charge of evaluating the design drafts. There are five individuals on it who are experts in assessing the prototypes' historical authenticity and artistic significance.

Group 2: The province of Buriram's general public is assigned to evaluate the degree of satisfaction with the prototype outfits. There are two hundred and fifty people in this group, and they offer a wide range of opinions regarding the practicality, comfort, and style of the clothes in a modern setting.

### 3.2 Research Tools

The research tools for this study are divided into two parts: six sets of contemporary women's outfits for special occasions (prototypes) and an online survey, which includes the following steps:

1. The following procedures are involved in making modern women's dresses

for formal events (prototype):

1.1 When creating modern women's attire for special occasions, use the

findings of study from documents and related studies as a guidance. A total of twelve design sketches are included.

1.2 A target group consisting of thirty individuals will help five clothing design specialists choose design sketches for modern women's attire for special occasions. Using purposive sampling, the researcher will choose the clothes design experts according to the following standards:

1) A minimum of a bachelor's degree in a field related to clothing design.

2) A minimum of 5 years of work experience in a field related to clothing design

The researcher will make use of the sketches of modern women's special event attire and a questionnaire asking the target group and specialists about their thoughts on how modern women's special occasion attire should be designed. Six designs will be chosen from a set of 12.

2. The steps for creating an online questionnaire are as follows:

2.1 To establish the scope of the study and direct the development of the questionnaire, gather research data from relevant studies and papers.

2.2 Create a questionnaire on satisfaction with modern women's special occasion attire based on the research's findings, emphasizing the usefulness and design of the products. A Likert scale will be used for the questions.

2.3 Distribute the questionnaire to five experts for evaluation and suggestions to make sure the questions are in line with the goals of the study.

2.4 Revise the questionnaire based on the experts' rec

2.5 Verify the quality of the questionnaire.

3.3 Data Collection

By giving the sample group a QR code or a link to the online questionnaire, the researcher personally gathered the data. After confirming the accuracy of the questionnaire replies, statistical analysis was done on the data.

3.4 Data Analysis

Using computer software, the researchers examined the data that had been gathered. Using mean and standard deviation values, the study examined customer satisfaction with modern women's special event attire. The scale for rating satisfaction was 1 to 5, where 1 represented the lowest level of satisfaction and 5 the highest level. The following is the interpretation of the mean scores:

4.50 – 5.00 means very satisfied  
3.50 – 4.49 means satisfied  
2.50 – 3.49 means moderately satisfied  
1.50 – 2.49 means slightly satisfied  
1.00 – 1.49 means least satisfied.




## Research Results

Based on the data gathering process about modern women's special occasion attire, which was influenced by King Rama V's clothes, the research findings are separated into two sections:

4.1 Study of the clothing styles of high-ranking women during the reign of King Rama V, from the beginning to the end of the reign

To create modern women's clothes for important events that are influenced by the attire of that era, data on women's clothing worn throughout King Rama V's reign was analyzed. It was discovered that there were three distinct phases of King Rama V's clothing: the early, mid, and late reigns (Sasiwimon, 2016). Table 1 displays information on the clothing's details and parts.

Table 1: Details and components of women's clothing during each period of the reign of King Rama V

Period	Details and Components of Clothing	Illustration
Early Reign	<ul style="list-style-type: none"> <li>- Worn with a silk or brocade long-sleeved cylindrical blouse with a high collar.</li> <li>- Draped over the left shoulder with a brocade or golden shawl draped over a pleated silk shawl.</li> <li>- Worn with a patterned, plain, or brocade skirt that is wrapped or pleated.</li> </ul>	
Mid Reign	<ul style="list-style-type: none"> <li>- Worn tight from mid-arm to wrist and paired with a ham-sleeve blouse, which is distinguished by puffy sleeves at the upper arm.</li> <li>- Draped over the left shoulder with a silk shawl or brocade, the ends hanging long and knotted into a bow.</li> <li>- Worn with a wraparound or pleated skirt made of patterned or gold brocade fabric.</li> </ul>	
Late Reign	<ul style="list-style-type: none"> <li>- Worn with a loose-fitting body, puffed sleeves with frills or gathered cuffs, and a top with a high or somewhat broad neck.</li> <li>- Worn over the left shoulder with a silk shawl that is loosely draped over the sash.</li> <li>- Paired with a wraparound skirt that is basic or patterned.</li> </ul>	

#### 4.2 Development of Contemporary Women's Outfits for Special Occasions (Prototype)

The apparel used throughout King Rama V's reign serves as an inspiration for modern women's special event attire. The designs created by the researcher are contemporary and appropriate for formal settings. The gray-black color tones and delicate lines on the shirt represent the black-and-white images from King Rama V's reign. The pictures' vintage and

timeless quality is reflected in their beautiful lines. Illustration 1 displays the inspiration diagram. As illustrated in Illustration 2, there are a total of 12 sketches in this design process, with 4 for each reign period.



Illustration 1: Inspiration Diagram



Illustration 2: Sketches of Contemporary Women's Outfits for Special Occasions

The researchers displayed sketches of modern women's dresses for formal events together with a survey asking the target group and specialists what they thought of the designs. The target group and specialists were instructed to narrow down the 12 sketches that the researchers had created to the six best designs, selecting two from each reign period. Tables 2 and 3 display the outcomes of the contemporary women's outfit sketching selecting process for special events.

Table 2: Results of the Selection of Contemporary Women's Outfit Sketches for Special Occasions by Experts

Sketch	Expert					Total
	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	
Sketch 1		✓		✓		2
Sketch 2	✓	✓	✓		✓	4
Sketch 3			✓	✓		2
Sketch 4	✓				✓	2
Sketch 5	✓	✓		✓	✓	4
Sketch 6		✓	✓			2
Sketch 7			✓			1
Sketch 8	✓	✓		✓	✓	4
Sketch 9	✓		✓	✓	✓	4
Sketch 10		✓	✓			2
Sketch 11				✓		1
Sketch12	✓				✓	2

Table 3: Results of the Selection of Contemporary Women's Outfit Sketches for Special Occasions by the Target Group

Sketch	Mean	Standard Deviation	Satisfaction Ranking
Sketch 1	4.22	0.65	10
Sketch 2	4.38	0.67	7
Sketch 3	4.28	0.64	9
Sketch 4	4.41	0.69	6
Sketch 5	4.41	0.71	6
Sketch 6	4.42	0.62	5
Sketch 7	4.42	0.63	5
Sketch 8	4.58	0.58	2
Sketch 9	4.49	0.59	3
Sketch 10	4.62	0.57	1
Sketch 11	4.31	0.65	8
Sketch 12	4.46	0.59	4

From Tables 2 and 3, the results of the selection of contemporary women's outfit sketches for special occasions by experts and the target group are described as follows:

1. During the early reign time, Sketch 2 was the most popular choice among experts, chosen by four experts, while Sketches 1, 3, and 4 were chosen equally by two experts each. Due to its higher satisfaction score of 4.41, the researcher chose Sketch 4, another sketch from the target group.

2. Four experts each selected Sketches 5 and 8, which were the most popular choices for the mid-reign period.

3. The most popular sketch during the late reign period was Sketch 9, which was selected by four experts. Two experts each selected Sketches 10 and 12, and one expert selected Sketch 11. As a result, the researcher chose Sketch 10, which got the highest satisfaction score of 4.62, out of the target group's sketches.

### 3. Prototype Sewing of Contemporary Women's Outfits for Special Occasions

Inspired by clothing from the reign of King Rama V, the researcher developed the designs to be modern and suitable for special occasions. Satin silk was chosen for its contemporary, elegant look, comfort, and ease of care. The selected fabric was in gray-black tones with hand-painted fine lines on the blouse, symbolizing the black-and-white photographs from the reign of King Rama V. The fine lines

represent the classic and antique nature of the photographs. There are 6 outfits in total: Sketches 2, 4, 5, 8, 9, and 10, as shown in Illustration 3. The details of the outfits are as follows:

Sketch 2: A fitted blouse with gathers at the waist, flared hem, cylindrical sleeves, structured shoulders, standing collar, back zipper, front wrap skirt, and a shawl draped over the left shoulder.

Sketch 4: A fitted blouse with gathers at the waist, flared hem, cylindrical right sleeve with an underarm seam slit and flared cuff, sleeveless left side, back zipper, front wrap skirt, and a shawl draped over the left shoulder.

Sketch 5: A fitted blouse with gathers at the waist, flared hem, front waist cutout with nude mesh fabric, puffed sleeves with structured upper arms and fitted lower arms, standing collar, back zipper, wide-leg pants with gathered waist and back zipper, inner leg hem gathers, and a shawl draped over the left shoulder with a bow at the end.

Sketch 8: A fitted blouse with gathers at the waist, flared hem, diagonal pleats draped over the left shoulder, puffed left sleeve with a fitted lower arm, sleeveless right side, wide neckline from left shoulder to right underarm, right side body zipper, left waist bow decoration, and a balloon skirt with gathered waist and back zipper.

Sketch 9: A fitted blouse with gathers at the waist, flared hem, off-shoulder neckline, puffed cuffs, back zipper, wide-leg pants with front waist gathers, back zipper, inner leg hem gathers, and a shawl draped over the left shoulder.

Sketch 10: An off-shoulder blouse with layered ruffled sleeves, high-waisted pencil skirt with front waist gathers, back slit, back zipper, and a shawl draped over the left shoulder.



Illustration 3: Prototypes of Contemporary Women's Outfits for Special Occasions

### 4.3 Analysis of Satisfaction with Contemporary Women's Outfits for Special Occasions

Utilizing computer tools, the researcher examined the information gathered regarding customer satisfaction with modern women's special event attire. The mean was used in the analysis. Table 4 displays the analysis's findings.

Table 4: Consumer Satisfaction with Contemporary Women's Outfits for Special Occasions

Rank	Evaluation Criteria	Satisfaction Level						
		Sketch 2	Sketch 4	Sketch5	Sketch8	Sketch 9	Sketch 10	Average
1. Product Design								
1.1	The design is beautiful	4.15	4.17	4.44	4.24	4.45	4.55	4.33
1.2	The design is contemporary	4.10	4.27	4.41	4.28	4.46	4.58	4.35
1.3	The color scheme and patterns are appropriate	4.23	4.14	4.33	4.25	4.41	4.53	4.31
2. Functional Benefits								
2.1	The design is suitable for special occasions	4.30	4.16	4.26	4.21	4.40	4.50	4.30
2.2	Comfort and ease of wearing	4.20	4.20	4.27	4.19	4.53	4.54	4.32
Average		4.19	4.10	4.34	4.23	4.45	4.54	4.32

Table 4 revealed that customers are happy with the way that modern women's special event attire, which draws inspiration from King Rama V's wardrobe, is designed. The following are the outcomes for the six outfits: The overall score of 4.33 indicates that the design is excellent. At an average score of 4.35, the design is considered modern. The average score for the color scheme and patterns is 4.31, which is suitable. The average score of 4.30 indicates that the design is appropriate for exceptional occasions. The average score for comfort and ease of wear was 4.32. With an average score of 4.32 for total satisfaction, it is clear that people are very satisfied. The ensembles are elegant, chic, and appropriate for formal occasions.

## Discussion

The study's findings indicate that customers are rather pleased with modern women's special event attire that draws inspiration from King Rama V's wardrobe. There are two main reasons for the high degree of satisfaction with all designs:

### Product Design:

The study's findings indicated that overall customer satisfaction is quite high. High levels of pleasure were also expressed for each individual component of the design. This could be because modern fashion, attractiveness, elegance, and modern design were all taken into consideration when creating costumes for special occasions for women. Gray and black are a suitable color combination for important events. These modern women's clothing pieces were designed to be appropriate for special occasions in the present day, while also preserving the clothing culture of King Rama V's reign. This is in line with the idea of cross-cultural design, which contends that when creating products for a global consumer base, design and culture should be integrated to make culturally relevant goods available everywhere (Ho, Lin & Liu, 1996). The idea of "Asianization" also

emphasizes how urban Asians adopt new technologies while maintaining their cultural identity, resulting in a new look that blends traditional and contemporary aspects. In addition to practicalities, it's critical to comprehend Asian emotions and psychological traits, and cultural perspectives and customer identification (Martin, 2007).

### Functional Benefits:

Regarding usability, the research findings indicate that consumers expressed a high level of overall satisfaction. The design of modern women's dresses for special occasions utilized textiles that were specifically chosen to complement the design. In particular, satin silk was picked due to its lightweight nature, durability, wrinkle-resistance, smooth texture, shining appearance, luxury feel, and exquisite aesthetic. These qualities make satin silk well-suited for formal wear and special events. Hence, the creation of modern women's dresses for formal events, influenced by the attire of King Rama V's era, considered factors such as practicality, ease of wearing and storing, simplicity of upkeep and cleaning, and the adaptability to align with the research goals.

## Recommendations

1. The blouse's painted patterns are small and not as dark as intended, which makes the patterns on the prototype clothes confusing. For greater clarity and attractiveness, the patterns' sizes should be enlarged or printed satin cloth should be utilized.

2. To give the costumes more modern characteristics, a range of materials, including lace, beads, and fancy threads, should be employed in the fashion work and decoration.

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