Asia's Premiere Lifestyle Fair

17 - 21 OCTOBER 2018
BANGKOK, THAILAND
Huge Crowds and Bigger Than Ever

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STYLE Bangkok October 2018 had overwhelming success with all the numbers exceeding the targets.

Exhibitors from across the country and the world participated in greater number than ever before. Over 52,000 visitors placed orders worth over 2.5 billion baht, international visitors came from 69 countries. Those from Taiwan, Japan, China, Malaysia, and USA made up the top five of visitor numbers respectively. STYLE Bangkok is a gathering of lifestyle goods including fashion products, leatherwear, furniture, gifts, houseware, and spa products. The fair is the biggest lifestyle product exhibition in Southeast Asia, combining together three trade fairs, namely Bangkok International Fashion Fair and Bangkok International Leather Fair (BIFF&BIL), Bangkok International Gift Fair and Bangkok International Houseware Fair (BIG+BII), and Thailand International Furniture Fair (TIFF). It was held between 17-21 October 2018 at BITEC. The integration of these fairs is in response to consumers’ demand for a more variety of goods.

The main theme behind the fair is ‘Crenovative Origin’, highlighting lifestyle products which are uniquely Thai, namely those whose materials are locally sourced, have been made by local craftsmen, and embody creativity. It also encourages local businesses to establish connections among themselves. In addition, the fair opens up opportunities for small businesses to showcase their craftsmanship using local materials, with an aim to draw international buyers’ attention to these unique products from local artisans. This campaign is an effort to follow the government initiative called ‘Local to Global’ which plans to promote local businesses at an international level. The connections between upstream and midstream businesses, such as yarn and fabric producers, and end-product producers will also provide a boost to the local economy due to local elements being used in the product cycle.
Trading & Business

STYLE Bangkok is an international trade fair that offers lifestyle products, ranging from fashion, garment, leather goods, furniture, gifts, houseware, to spa products, in response to the consumer’s demands. Following one of the key policies of the government, namely the promotion of ‘Local to Global’, Thai entrepreneurs, particularly those from the provincial parts, are encouraged to participate in the fair, with over 400 of those small entrepreneurs are actually participating. It is an opportunity for them to showcase their unique products made from outstanding skills combined with local materials. The fair is also an response to the government’s ‘Creative Economy’ policy for the development of which aims to draw out creative ability that is embedded in our DNA and make it materialized as new services and products.

**TOP 5 VISITING COUNTRIES**

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more than 52,000 visitors from 69 countries
From Local to Global

Products that enjoyed enthusiastic reception from international buyers are notably made from local materials and therefore have distinctive character. Those that will be the future of the Thai lifestyle industry include furniture made from rattan and bamboo, ceramics, lamp shades made from nipa palm leaves, handicrafts made from sisal, handbags made from ‘Bai Tong Tueng’ (Leaves of a desiduous tree known in the north as ‘Tong Tueng’ and in the central plain as ‘Pluang’), handbags made from woven pandanus leaves (from the tree known as Tahitian Screwpine), clothing made from natural fiber, tribal embroidered fabrics, silk, indigo fabric, home spa products, and Thai herbal beauty products. Not only does the fair provide a stage for trading negotiation, STYLE Bangkok gives Thai entrepreneurs the opportunity to expand their connections with potential international business partners from various sectors, from commercial online platforms to property projects and interior design.
Activities & Exhibitions

Not only the business as usual, trade negotiation and business matching, the fair also has a number of special exhibition which aims to create inspiration and ignite business ideas with some potential business opportunities, such as “Art Zone” which displays 60 pieces of art work by prominent Thai artists; an exhibition which focuses on creative services, wellness & medical, character licensing, and printing & packaging; “Innovation and Design Zone” (IDZ) which exhibits innovation and designs; and “Creative ASEAN” which gathers the designs by emerging furniture designers from across ASEAN.

T-STYLE

THE NICHE MARKETS
A cluster of exhibitions for specific products which consist of Mom&Kids, Pets, 60+ Products for Grand Generation and best-designed OTOP products.

THAI SILK DELUXE (HAUTE COUTURE)
The pavilion showcases exquisite Haute Couture-inspired gowns made of traditional Thai silk. Apart from the exhibit, several tailoring workshops are available for those who are interested. In French, the term Haute Couture which means “high fashion” or “high sewing” is used to define the summit of fashion.
STYLE Bangkok is the sought-after creative sourcing platform gathers top-tier buyer, trader as well as architect and interior designer across the globe. Here are some kind words from the visitors about the fair.

CHETAN NARAKE
BUYER, INDIA

STYLE Bangkok has a lot of potential. The combination of 3 fairs makes it special. Because I am looking for not only the furniture but also fashion as well as toys. They offer many product categories. Visiting STYLE Bangkok fair is important to understand demand in the global markets. The quality, the price and customer service of the exhibitors are competitive. I believe Thailand step up in the last few years and able to become a global provider, not only in ASEAN.

REGINA KWOK
INTERIOR DESIGNER, HONG KONG

At STYLE Bangkok, you can find furniture that has original design with reasonable price. It is the strength of Thai design which I can offer to my client, when you compare quality of the product with other country, people prefer product from Thailand.

JEERACHAI TANGKIJNGAMWONG
EXHIBITOR, THAILAND

STYLE Bangkok is the most creative and comprehensive lifestyle trade fair in the region gather top buyers and traders from all over the world. You can meet the brand’s owner, the designer and the maker at the fair ground which you can be able to order bespoke product for your project.
SEE You Again at STYLE Bangkok April 2019

The next edition of STYLE Bangkok will be held between 17-21 April 2019 at BITEC, Bangkok.

For further information, please call DITP hotline 1169 or visit www.stylebangkokfair.com.