



## Start on the path of a complete balance with **THAI 10/10**

Top lifestyle brands from Thailand to present new experiential luxury lifestyle showcase

at MAISON&OBJET PARIS 6-10 September 2019

SEPTEMBER 2019, PARIS

Thailand is not only known for some of its most stunning nature in Asia but also its wisdom in living a balanced and fulfilled lifestyle. ‘The Land of Smiles’ is blessed with an abundant supply of natural materials which enables the Thai people to create unique and quality products for everyday living. With generations of skilled craftsmanship and thorough understanding on the concept of wellness, Thai designers and makers have been at the forefront of effort to shape a distinctive development in the global lifestyle industry. In 2017, under the leadership of the Department of International Trade Promotion (DITP), Ministry of Commerce, a mindful lifestyle project called **THAI 10/10** was created to highlight notable achievement by ten industry leaders from Thailand. DITP also directs annual thematic showcase to tour the brands around the world for more in-depth interaction with other industry professionals. The first experiential showcase was debuted in Shanghai in September 2018 whereas the second one will be presented in Paris during the renowned design exhibition MAISON&OBJET PARIS this September.

The **THAI 10/10** experiential luxury lifestyle showcase is curated as a Sensual Sanctuary that explores an intimate space for the sensitive souls. It is designed to lead visitors onto a 15-minute journey of living-well and being-well through experiencing this sensual design concept contributed by Kenkoo (outdoor luxury living), Mobella (bespoke furnishing), Deesawat (outdoor fun living), Pasaya (innovative home textile), I-SPA (therapeutic bathroom system), Satira (herbal healing formula) and 5iveSis (artisanal accessories).

The collection of **THAI 10/10** offers a holistic design solution that will transform any ordinary space into a personalised haven of peace. Each brand brings along their exquisite craftsmanship, good design, high standard of production, sustainability concern, finest material, and heart-made quality. “The leaders featured in **THAI 10/10** represent the soul, the value and the DNA of Thai lifestyle and design. All of them bears the “Thailand Trust Mark” which is a symbol of excellence and trusted quality that was established to add distinctive value to Thai products and services that are made in Thailand,” Ms Banjongjitt Angsusingh, Director – General, Department of International Trade Promotion (DITP) explained.

Visit **THAI 10/10** at M&O PARIS, 6-10 September 2019

Paris Nord Villepinte, HALL 6 TODAY SIGNATURE, Stand M112/ O111

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## **THAI 10/10**

**THAI 10/10** is an ambitious project Department of International Trade Promotion (DITP), Ministry of Commerce, The Royal Thai Government, initiated three years ago. **THAI 10/10** features ten leading brands from the Thai lifestyle and design industries to communicate with the world what Thailand has to offer in the concept of living well.

### 1. KENKOON – Balance living made extraordinary

Kenkoon first introduced outdoor products to the market during 1990-2000. The brand has showcased in international tradeshows such as Maison&Objet Paris and Salone del Mobile Milano and has worked with designers from Asia, Australia, Europe and North America. Today, Kenkoon products are designed upon unique and sophisticated taste beyond conventional outdoor furniture. The brand has been widely recognized by numerous upscale resorts and five-star hotels across the country and around the world.

#### Featured Collection - GAZ

GAZ was inspired by a South Asian “Howdah”. Howdah is carriage usually fitted with a canopy and railing, placed on the back of an elephant used most often in the past to carry wealthy people for the use in hunting or warfare. The combination of high quality and diverse materials is at the care of GAZ design and production. Teak gives a classic feel and everlasting beauty, while stainless steel provides a unique style and incomparable durability. GAZ is designed to suit every type of environment, climate, location, and function. It serves perfectly as an outdoor daybed, cozy sofa, double lounge or a dining unit.

### 2. MOBELLA – Thai craft meets design

Established in 1992, Mobella stands for the beauty of home furnishing, the finely crafted furniture and the comfort of upholstery. Exhibited in Salone del Mobile Milano in 2019, Mobella showcased its authentic creativity with Thai inspiration and original designs. The brand has won various Thailand's DEmark awards and the global Japan's G-Mark (Good Design) awards. Mobella Galleria offers the creative designs and exclusive made-to-order service to cater to our customer’s tasteful suite room, with the range of customizable material list from our premium grade fabric and leather collection.

#### Featured Collection: Kiri Lounge Sofa

Kiri lounge sofa took inspiration from both of the Thai and Chinese culture, its design offers a perfect balance between sensuality and functionality. The talented Thai textile designer "PABAJA" has created an exclusive series of pattern featuring four Thai auspicious animals - Elephant, Fighting fish, Pheasant and Monkey. Personalised pattern can be commissioned by clients.

3. DEESAWAT – Where quality comes naturally

DEESAWAT as one of the leading Thai teakwood lifestyle furniture brands was established in 1972. With the concept of Outdoor Fun, the brand is known for creating products with a touch of contemporary tropical living concept. DEESAWAT's highly-qualified in-house wood working process enable them to offer customised solution from wall/ floor covering, door to outdoor furniture for high profile clients such as Louis Vuitton, BVLGARI and Nikko Hotel in Japan.

Featured Collection – Bottle

Bottle collection is the collection where the inspiration is from both EAST and WEST. For the EAST concept, they are the transformation of the traditional bamboo fishing instrument. But for the WEST they are shape of the bottle collection.

4. PASAYA – A Passion for Life is a Passion for PASAYA

PASAYA is textile designers and innovators. From material research, product design, manufacturing, packaging to distribution, the brand's luxurious lifestyle products are 100% created and managed by the experienced inhouse team. The whole process embraces PASAYA's company ethos to deliver quality and sustainable products which contribute to socially responsible and meaningful living. All PASAYA textiles are certified to be formaldehyde free, complying with the EU standard for infant clothing. In 2018 November, PASAYA has entered a strategic collaboration with The China Silk Corporation and The China Poly Group Corporation respectively.

Featured collection: PASAYA Collagen & FIR-RED Eye Mask for the perfect beauty sleep

The eye mask is made of jacquard designed fabric of collagen fiber and is anti-bacteria by the treatment of Sanitized®. On one side, the collagen fiber helps to maintain skin moisture and eliminate the wrinkles and to have the skin look young and healthy; on the other side, the eye mask is ceramic power fiber which helps improve our blood circulation. The far-infrared radiation (FIR) will slowly and naturally heal the red eyes or even bruises.

5. I-SPA – Healing power for health and happiness for eternal life

The new paradigm of bathing and showering experience with innovative technology for 5 Senses of Therapy. I-SPA is professional in upstream development from software to hardware with owned inhouse engineering & design team for sustainable development & growth. The brand offers a one-stops solution with a full range of products covering Bathtub, Shower Enclosure, Rain Shower, Sanitary Ware, Bathroom Furniture and Accessories. I-SPA's design innovation has been recognised through the winning of over 80 international awards in 12 years since 2007. The brand serves some of the most exclusive high-end clients in Asia and China; it is present in over 30 countries through its dealers and professional partners.

Featured Collection - GALAXY Spa Pool Bathtub & GALAXY 3D Rain Shower

This collection brings wellness functions to fit your lifestyle. The overflow and waterfall scene like infinity pool that unveil design and technology to sensuous of relaxation into your home spa. The I-SPA 8 bathtub automation control provides you a handy control with professional spa function through senses of therapy for body & mind. The new 3D rain shower delivers rain fall effect for head & shoulder with rhythm of warm water like ultimate massage. The light glow reflected in different layers creates the dimension of chromo therapy light movement which brings you a freshness and joyful moment while showering.

The WELL-BEING ENTHUSIASTS who appreciate exclusive lifestyle

6. SATIRA – Herbal healing

Satira means “Longevity of Happiness”. Since 1999, the brand specializes in the formulas and technology for skin rejuvenation by using top quality Thai herbs. “In the midst of a hectic everyday world, Satira constantly seek for solutions that rebalances your physical & mental well-being and our favourite route is always the authentic natural way”, said the founder of Satira, Mrs. Chariya Xanthavanij

Featured Collection – Samui Coconut Oil collection

Satira organic virgin coconut oil comes from Samui island, Thailand. This purest and most beneficial virgin coconut oil derives from a traditional eight-hour no heat fermented method that has been passed on by generation after generation of Samui island farmers. High in vitamin E and lauric acid, the oil emits a superior sweet and fresh coconut scent. Satira proudly present a range of organic virgin coconut oil-based lifestyle products that intensely nourish your skin and leave you feeling revitalized.

7. 5IVE SIS – A signature of oriental elegance

5IVE SIS is created by the goldsmith’s five daughters – a new generation of artisans who are deeply passionate in reinterpreting the family’s craftsmanship and designing delicate pieces of art with fine pewter material. The core composition of their pewter material is 97% of tin with 3% of copper and antimony, this composition means their products are lead-free and are perfectly qualified for food grades. 5IVE SIS’s pewter can be used as interior decorative items from tableware to interior and wall decoration. 5IVE SIS’s product is exported worldwide with its perfectly crafted and refined material that can be seen in 5-star hotel and Interior design store. “5IVE SIS fuses creativity and craft passionately in precious metals. It is this seamless fuse that helps create self-reflections that bring pride and fulfilment to everyday living,” said J. Anansaringkarn, Design Director

Featured Collection: Chinese Zodiac Wine Collection

The Chinese Zodiac Wine Collection is inspired by the Chinese beliefs of Taoism that use animals to represent birth year in one cycle that has 12 signs of animals. This collection uses animal signs with wine glass function for birthday celebration. With luxury material of being refined pewter and crystalline glass would absolutely bring pride and represent self-identity in your hand. This animal head glass provides two functions which is wine/water glass when animal head down and can be placed and stood on the table and acted as very perfect decoration when flipped the animal head up. It uses the realistic scale of animal head in pewter material to bring the uniqueness of luxury looks.