



DRY CLEAN ONLY
BANGKOK

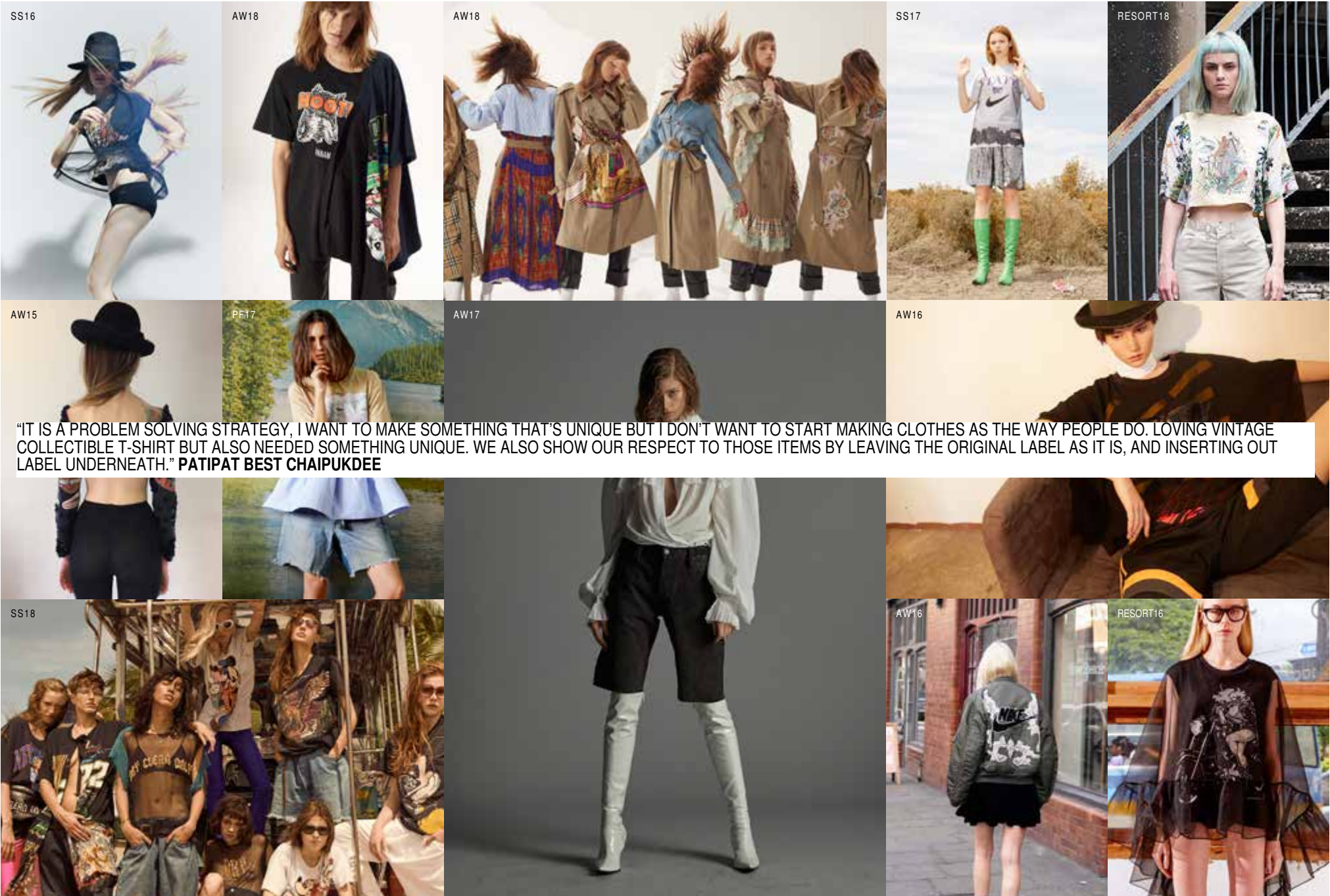
BRAND PRESENTATION

**FOUNDED IN 2007
IN THE HEART OF BANGKOK'S
MOST WELL-KNOWN STREET BAZAAR,
DRY CLEAN ONLY DIFFERENTIATED
ITSELF BY EMPHASISING ON USING
SPECIALLY SOUGHT MATERIALS AND
TURNING THEM INTO UNIQUE
AND ONE-OF-A-KIND PIECES THAT
HAVE CONQUERED THE HEARTS
OF ITS LOYAL CLIENTS FOR
ALL OF THE BRAND'S EXISTENCE**

For our discerning customers, nothing rivals tailored made garments. That is where we find our niche in the industrialised markets. Fresh out of fashion school, Patipat "Best" spent his days finding the coolest vintage tees and then reworking them by mixing surprising materials with handcrafted details, along with deconstruction technique. applied

It's a complete fantasy. Patipat "Best" then looks at what he loves best classic logos and band T-shirts. Ket pieces thus include modified and customized Harley Davidson, Rolling Stones, World Tour goodie T-shirt and Wildlife tees – both from his own collection and vintage market around the world.





SS16

AW18

AW18

SS17

RESORT18

AW15

PF17

AW17

AW16

"IT IS A PROBLEM SOLVING STRATEGY, I WANT TO MAKE SOMETHING THAT'S UNIQUE BUT I DON'T WANT TO START MAKING CLOTHES AS THE WAY PEOPLE DO. LOVING VINTAGE COLLECTIBLE T-SHIRT BUT ALSO NEEDED SOMETHING UNIQUE. WE ALSO SHOW OUR RESPECT TO THOSE ITEMS BY LEAVING THE ORIGINAL LABEL AS IT IS, AND INSERTING OUT LABEL UNDERNEATH." **PATIPAT BEST CHAIPUKDEE**

SS18

AW16

RESORT16

BRAND MILESTONE

WITH IT'S HUMBLE BEGINNING IN BANGKOK, DRY CLEAN ONLY HAVE MARKED IT'S PRESENCE AMONG TODAY'S CONTEMPORARY FASHION LABELS WITH UNIQUE PRODUCTS, STRONG RETAIL PARTNERSHIPS AND COLLABORATION

2007

The brand founded by Patipat "Best" Chaipukdee, with the first store opened in **Jatujak Market, Bangkok**

2012

First exposure to the global market during **Paris Fashion Week**

2014

Collaboration with **Colette, Paris**

2016

Expanded to Italy though **10 Corso Como, Milan**

Hlt the USA market, both West and East, by shop **Super Street** in Los Angeles and **V Files** in New York City

2017

Arrival in Hong Kong at **Lane Crawford**

Special project **The Journey of 100 dresses** to celebrate 10th anniversary of the brand

2018

Exclusive collection at Lane Crawford and Joyce in Hong Kong

Pop-up **Galleria Department Store by Tom Greyhound**, Seoul

Collaboration project with **Mihara Yasuhiro, Tokyo**

Collaboration and pop-up at '**Paragon Gift of Bangkok**' festival

Exclusive collection and 1000 limited one-of-a-kind t-shirts for **Heineken's Star Venture** The Imassive Thearical Experience

KALASIN Model

2019

Collaborate artist in Modern Love exhibition at Reno Hotel during **Bangkok Design Week**

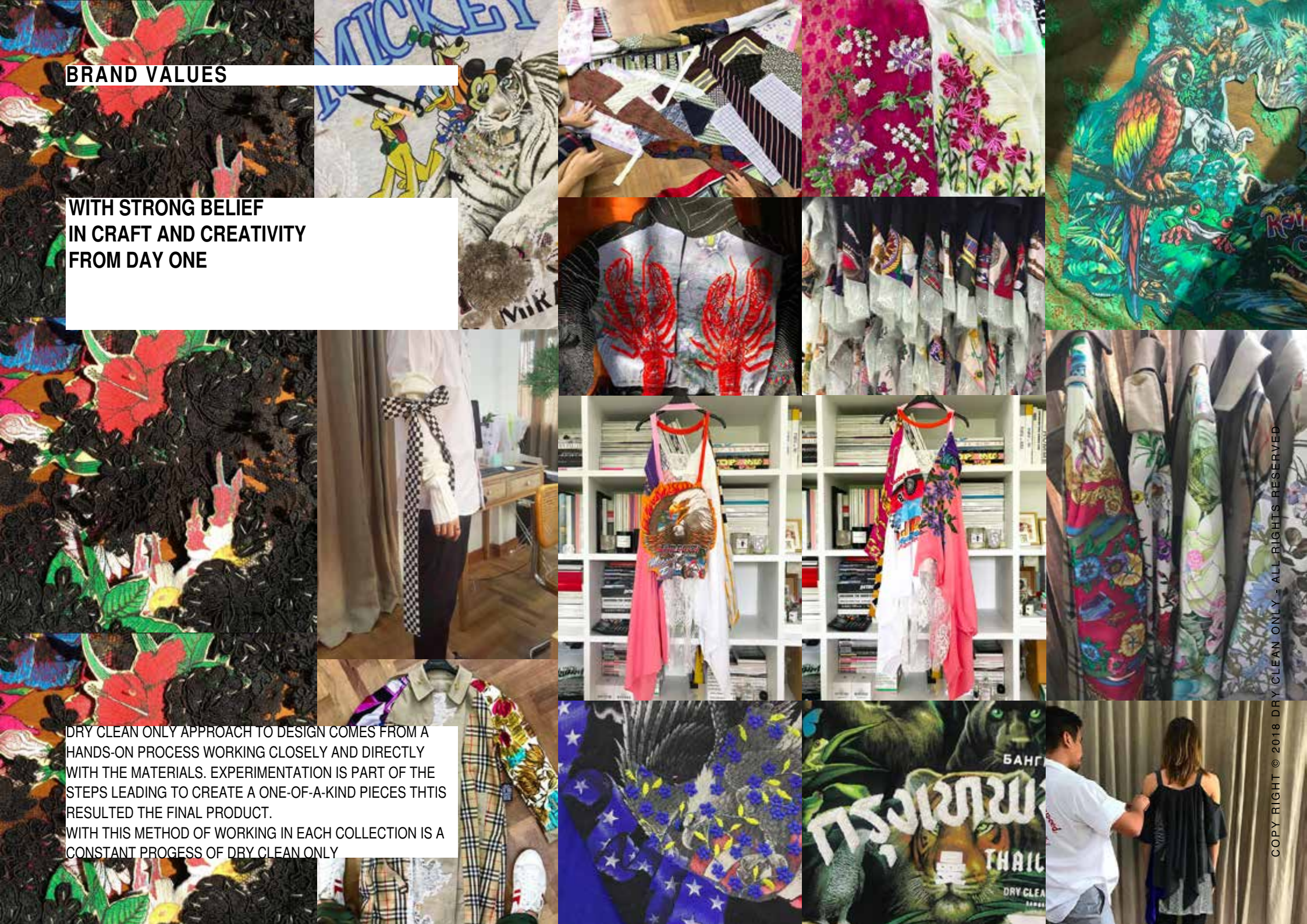
Collaboration workshop for **Nike Air Max Day**



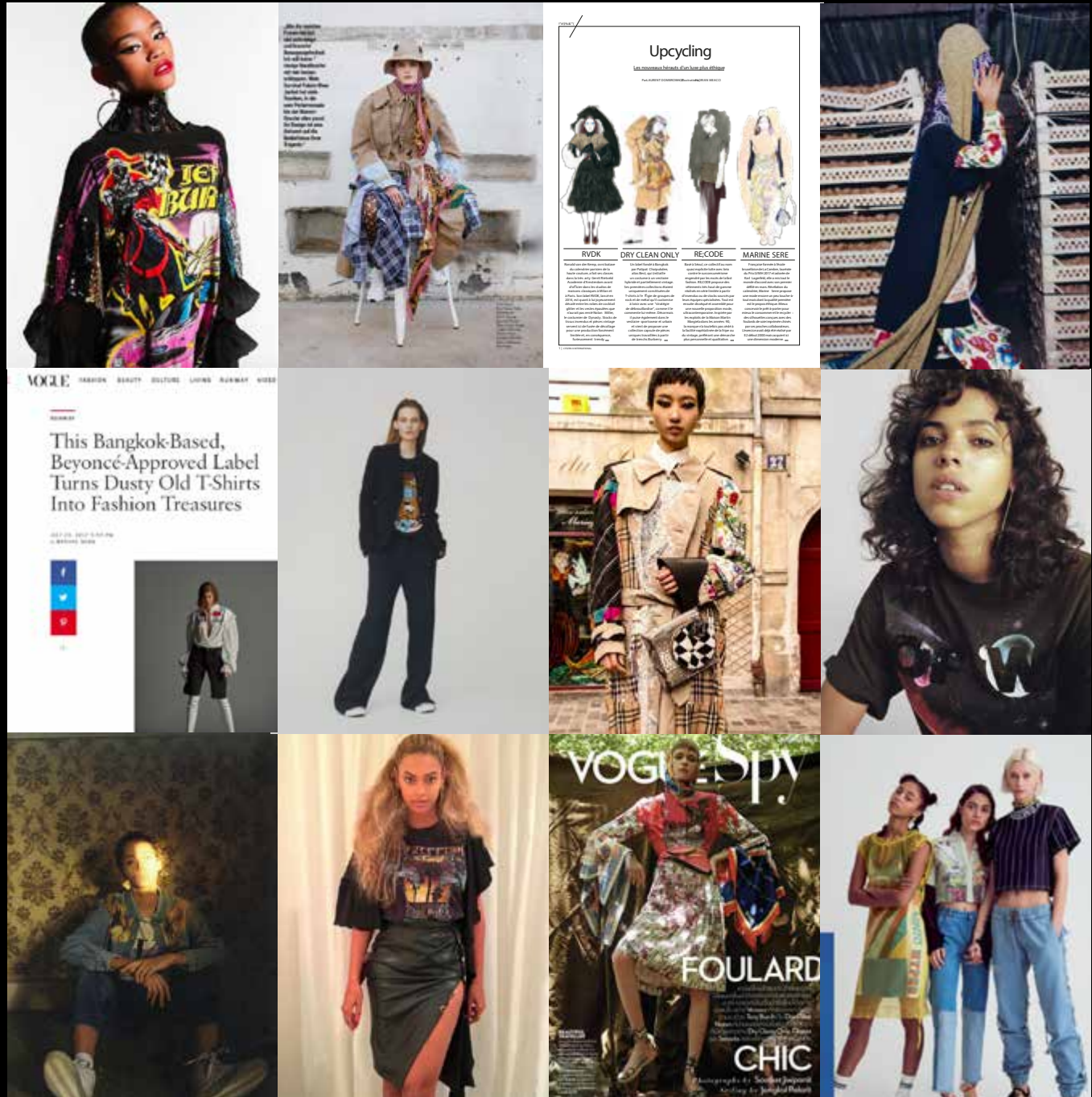
BRAND VALUES

**WITH STRONG BELIEF
IN CRAFT AND CREATIVITY
FROM DAY ONE**

DRY CLEAN ONLY APPROACH TO DESIGN COMES FROM A HANDS-ON PROCESS WORKING CLOSELY AND DIRECTLY WITH THE MATERIALS. EXPERIMENTATION IS PART OF THE STEPS LEADING TO CREATE A ONE-OF-A-KIND PIECES THAT RESULTED THE FINAL PRODUCT. WITH THIS METHOD OF WORKING IN EACH COLLECTION IS A CONSTANT PROGRESS OF DRY CLEAN ONLY



PRESS COVERAGE



THROUGH VARIOUS PUBLICATIONS WITH ITS ONE-OF-A-KIND PIECES ARE STYLED THROUGH DIFFERENT POINT OF VIEWS, SUCH AS SELF SERVICE, DOCUMENTJOURNAL, ANTIDOTE, I-D, VOGUE THAILAND, COSMOPOLITAN, CITIZEN K AND MANY MORE

THE UNIQUE BRAND STORY AND INTERVIEW FEATURED ON VOGUE.COM, ELLE BRAZIL AND VOGUE SPAIN.

PIECES ARE WORN BY THE LIKES OF BEYONCE, RIHANNA, KATY PERRY AND VARIOUS WOMEN THAT HAVE INSPIRED THE BRAND

INTERNATIONAL COLLABORATION 2018



LANE CRAWFORD
HONG KONG

A continues retail partnership with one of Hong Kong's largest luxury retailer Lane Crawford. Both available on their e-commerce platform and flagship location.



JOYCE
HONG KONG

Specially curated trench line from Fall Winter 18 collection



MIHARA YASUHIRO
TOKYO

A special collaboration for Tokyo's Vogue Fashion's Night Out specially for Maison Mihara Yasuhiro Omotesando store.



**GALLERIA
DEPARTMENT STORE
BY TOM GREYHOUND**
SEOUL

Tom Greyhound's special pop-up at the city's most exclusive department store "Galleria". Launching the Fall/Winter 18 collection.

**SPECIAL PROJECT/
COLLABORATION
2018**

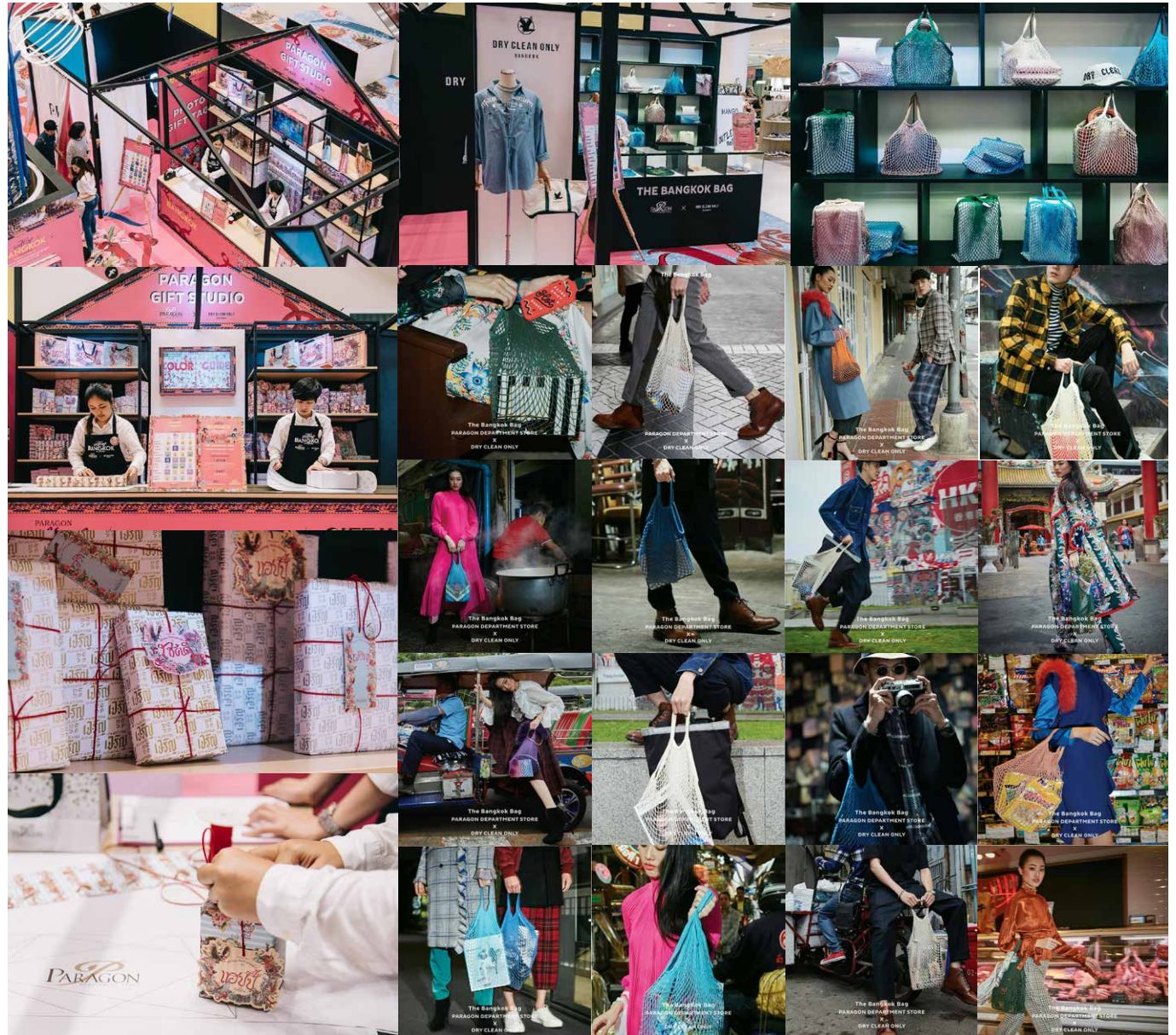


**PARAGON GIFT OF
BANGKOK
SIAM PARAGON
DEPARTMENT STORE**

Paragon Gift Studio, a special pop-up for gifting festival, Dry Clean Only think of a concept of "7days/ 7 lucks/ 7 colors. Designing it into 7 patterns of gift wrap paper, card and shopping bag which have got meaningful different words and colors.

Even customers can create their own customized card "Photo Gift Tag" that they can take photos with our designed frame in photobooth.

Special for this event, The Bangkok Bag – 2018 Limited rope knitting bag which is produced by the Thai local.



**SPECIAL PROJECT/
COLLABORATION
2018**



Heineken
x
DRY CLEAN ONLY
BANGKOK

Coat of arms

To present the legendary Heineken logos as a **coat of arms** on the signature vintage collectible t-shirt of Dry Clean Only.



**HEINEKEN PRESENTS
STAR VENTURE
THE IMMERSIVE
THEATRICAL
EXPERIENCE**

By four iconic years of Heineken, Dry Clean Only incorporates an exclusive collection which is specially customize for 40 individual styles of celebrities.

With Heineken's labels from four eras, We represent it onto our 1000 handselected reused t-shirts as one-of-a-kind pieces for warm welcoming to the Star Venture.



Heineken
EST. 1873

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SPECIAL PROJECT/ COLLABORATION 2018

KALASIN MODEL THAILAND CREATIVE DESIGN CENTER (TCDC)

Dry Clean Only joined the trip with TCDC to the field study in Kalasin Province to have a survey for local materials and observe lifestyles of local villagers in order to obtain information of local wisdoms and hand woven cotton fabrics to be able to create new designs for value addition of the products.

The survey also aimed to find the possibility to increase income channels for the villagers. Dry Clean Only has tried hand at hand woven cotton fabrics to create new products which must be simple but modern and attractive. The cutting must be refined to create high value and elegant look.

The inspiration behind the design concept is that Dry Clean Only pays close attention to urban-life environment and lifestyle of city women in order to create and design the hand woven natural cotton fabrics from Kalasin Province to go in conformity with the lifestyle of city women who mainly look for simple but fashionable and modern outfits; at the same time, the outfits is expected to be comfortable. The fabric itself is with minimal pattern which allows access for broader group of people as well as exhibits the Thai wisdom.



**SPECIAL PROJECT/
COLLABORATION
2019**

Atmosphere



**MODERN LOVE EXHIBITION
BANGKOK DESIGN WEEK
RENO HOTEL, BANGKOK**

An installation art of a love hotel room inspired by the melancholic mood from Carabao's classic hit, "Mae Sai", Dry Clean Only inspects the meaning of "modern love". With understandings and respects, "love" can be expressed in many forms. It can be fleeting and temporary. It can be a fiscal transaction and momentarily fulfilling. It can be a casual gratification, or it can be haunting. Without judgements, Dry Clean Only's "Mae Sai" sees love as it is ... as it varies from second to second.

Details



Fashion film



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