

fashion visionary



PREPPY OR GEEK? CHOOSE YOUR STYLE!

Lookeast catches up with local trendsetters and found that the preppy/geek chic look is the “rage” these days! **BY PASHMINA JHANGIANI**



Bangkok is undoubtedly popular as a retail haven in Southeast Asia. The abundant number of clothing shops and complexes scattered around the city are a clear indication that not only are Thais infatuated by the fashion industry, but also they are a creative authority of the latest trends in the region.

One growing trend that has been gracing the streets of the City of Angels is the preppy, vintage style. Think pastels, high-waisted skirts, chinos and a calling from the 1960’s Americana period. With U.S. television shows such as “Mad Men” having gained popularity in Asia, it is no surprise that the ladylike silhouettes and crisp, tailored jackets seen in the show have been increasing momentum. What we are seeing here is the sheer influence of the International small screen on Bangkok fashionistas.

With a walk through the upmarket department store, Central Chidlom, you will notice this trend immediately in brands such as **Marc by Marc Jacobs**, where playful stripes and chalk-colored pieces are on full display. Make your way to Siam Paragon Shopping Center, the luxury brand powerhouse, and you will be bombarded by various high-end boutiques such as **Tod’s** and **Hermes**, where anyone keen for the Hamptons lifestyle can be thoroughly satisfied.

However, even for the aspiring prepster inside you – look no further than the high street names such as **Mango**, where shift dresses, tapered jackets and collar detailing on shirts make up their window display. You will definitely find accessible pieces that ensure you don’t look like you’re attending a costume party.

If you’re in search for originality and home grown attire, saunter through to Siam Center, where the newly set up ‘Siam Center on Third’ is paying tribute to Thai fashion designers. **Milin** and **La Boutique** take on high-waisted skirts and crop tops with elegance and a floral, feminine touch.

Curated by Ekthong Prasert caters to both men and women and has a classic touch. Here the prep-inspired influence in his neutral-colored, crisp shirts and chinos in deep hues take center stage. Another local extraordinaire is the budding new brand, **Lyn Around**, which embodies the sweetness of the vintage era with a dash of modern glamour. Look for dresses in bonbon shades and sophisticated cuts.

Another ubiquitous trend that has been coined as “Geek Chic,” encapsulates all your childhood memories from those days in school. Whether you were sporting the look or it was that kid in front of the class, incessantly raising his hand – this look has been transformed and since been redefined as the “new cool.” An instant identification of this trend are the wayfarer glasses made hugely popular by Buddy Holly back in the 1950s. Yes, the thick-rimmed glasses that screamed “geek” in the past are now presented to you in various styles. So for those of you looking to ditch those contact lenses for awhile, this trend is your savior. And, don’t worry, these glasses are being multiplied in non-prescriptive forms as well and are probably the most effortless way to update your look.

Massimo Dutti and **Kenneth Cole**, both known for the classic and chic styles, have embraced this trend in desirable tortoiseshell and pops of color. Once you’re ready for the next challenge in this trend, try suspenders and/or bow ties. It’s best to be careful how you pull this look as going overboard right away may not impress. This is as much of an attitude as it is a look - therefore, be ready to accept the inner “geek” with the right amount of chic.



Lookeast had a chance to catch up with local trendsetters in Bangkok and found that these styles are certainly being appreciated and even more so, becoming a lifestyle. When asked why they like these specific trends, to appear “elegant and smart” were some of the overall answers. This is certainly a good way to be perceived for some, so who wouldn’t want it to be a lasting trend?

