

Development of the Apparel Product Style from Teen Chok Fabric Mae Chaem District, Chiangmai Province for Local Product Standard

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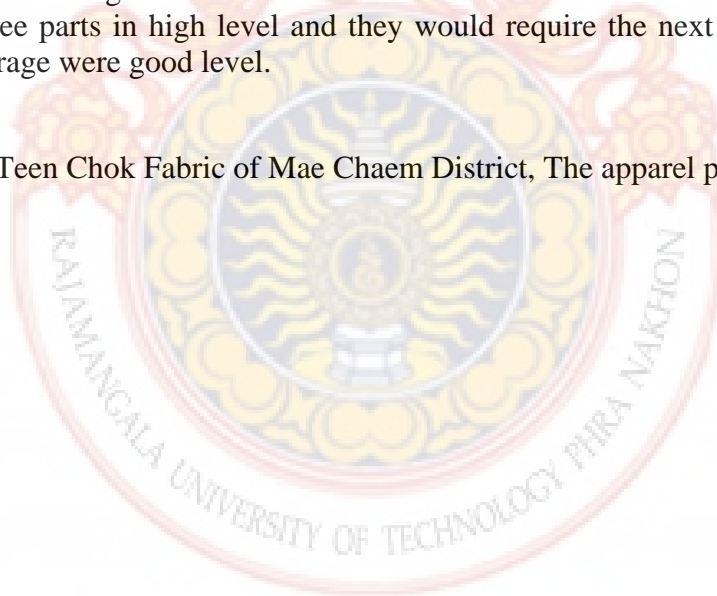
Abstract

The purpose of this research was to development of the apparel product style from Teen Chok Fabric of Mae Chaem District in Chiangmai province and technology relay of the apparel product development for the target group. This research managed by the survey, the design, the analyze, the prepare a apparel pattern, the apparel pattern evaluation, the target training, the training management and the analytical information.

The research result were the nine apparel patterns that were decorative casual apparels with Teen Chok Fabric. The technique used patchwork, patches, gatherings and fillings etc. The opinion of the interested groups in the apparel pattern and evaluation were blouse pattern D, B and I were the highest suitable in both patterns and decorations.

The participants found that the community group participants in Chang Choeng Village of Mae Chaem district in Chiangmai. Before they were trained, they had known in a few design, the sewing and the decoration in medium level. After they had been training, they know three parts in high level and they would require the next training in the highest level. The average were good level.

Key words: Teen Chok Fabric of Mae Chaem District, The apparel products



1. Introduction

The development of the apparel product style is essential to enhance the career and income for community. It enhances the well being and agree with the development of local government under the One Tambon One Product [OTOP] project that support the community to be able to make the product and improvement to standard in acceptance of the local knowledge.[1] The career development for additional income are consist of the knowledge of professionals, training and increasing professional skills that steady with national strategy to solve the poverty problem. It creates the local knowledge combined wisdom for the basis of sustainable economic development. [2] Mae Chaem community in Chiangmai has not disappeared the cultural heritage [3],[4] Maintaining and indigenous heritage of Teen Chok Fabric and various woven fabric and arts and crafts valuable beauty and meaning Chok is a technique similar to the pattern of embroidery by adding extra weft threads insert up and down and using porcupine hair, wood or fingers count warp threads. Then raising, insert extra weft thread cause spot pattern or periodicity. [5] The research study found that Teen Chok Fabric of Mae Chaem district in Chiangmai are both beautiful patterns and colors from the textile products using local knowledge in the pattern of fabrics sold generally. The other product patterns have a few and non-standard. The communities do not know the design, the sewing and creative garment products that they cannot produce the garments to distribute for needs of consumers. Mae Chaem district, the tourists visit so much and the places are beautiful. [6] So they should improve the design and develop the innovative products to increase

For these reasons the researchers interested in the development of the apparel product style from Teen Chok Fabric of Mae Chaem district in Chiangmai province for local standard product. The purpose of this research was to develop the apparel product pattern from Teen Chok of Mae Chaem district and technology relay of the apparel product development for the target groups. This research managed by the design, the analyze, the preparation a apparel pattern, the apparel pattern evaluation, training for Ban Chang Koeng communal group of Mae Chaem district in Chiangmai and the analysis for the target group to develop the products, the career, the revenue to the local and heritage value of handicrafts for pride in the operation of local conservation of identity and spirit of Lanna for a long time.

2. Materials and Methods

1. The development of the apparel product style from Teen Chok Fabric of Mae Chaem district in Chiangmai.

First, Survey the methods. Secondary design the apparel product style from 15 patterns of Teen Chok. Next, analyze by the analyst for 9 patterns. Then, prepare patterns. After that, assess the need apparel pattern from the interested groups for improvement. Finally, make an appropriate pattern for technology relay to the target groups.

The research methods are the questionnaire of interested groups for assessment the pattern product which are 4 parts : general information , the apparel products , the opinion of the pattern, the decoration and as a whole and the advice.

The target groups are 200 interested groups. The product assessment show at the Impact Muangthongthani.

The analysis used the statistic, the frequency, the percentage and the standard deviation.

2. The technology relay of the development of apparel products for the interested groups.

Study methods. First, survey the requirement of 25 Ban Chang Kheang participants from Mae Chaem district in Chiangmai. Then, train at Ban Chang Kheang of Mae Chaem district in Chiangmai on 9 – 11 August 2009. Next, assess the success of the participants and assess the training of them.

The research methods are the survey requirement for training forms the successful assessment forms and the questionnaire forms. They are divided into 3 parts ; there are the general information before and after training, the contents, the materials, the training processes and the participants.

The analysis use the statistics, the frequency, the percentage and the standard deviation.

3. Results and Discussion

The research results showed that the development of the design apparel product style from Teen Chok of Mae Chaem district in Chiangmai for the standard local products had 9 patterns. The style of apparel were the casual apparels. The materials are indigo dyed fabric [Lanna fabric]. They were decorated in Teen Chok fabric of Mae Chaem district by these techniques ; the patchworks, the applique, the gathers, the filling, the pockets, the embroideries, the tuck, the binding and the pleating.



Fig. 1 Blouse pattern A



Fig. 2 Blouse pattern B



Fig. 3 Blouse pattern C



Fig. 4 Blouse pattern D



Fig. 7 Blouse pattern G



Fig. 5 Blouse pattern E



Fig. 8 Blouse pattern H



Fig. 6 Blouse pattern F

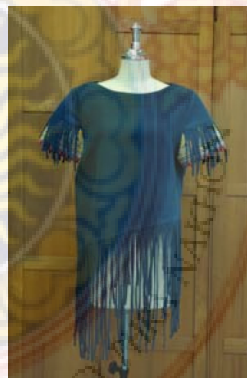


Fig. 9 Blouse pattern I

The assessment reviews of the design apparel product style of interested groups are female, aged 31-40 years, the government officers, income 15,001-20,000 baht and bachelor education.

They thought that the blouse pattern D, blouse pattern B and blouse pattern I are the most appropriate in patterns, decoration and as a whole. The total averages were 4.59, 4.58 and 4.54 respectively.

The assessment of training requirement, the participants require to train the garment and the patterns with the highest average for all three pattern, that is blouse pattern D, B and I.

The evaluation of training, the 25 participants most are females, aged 31 – 40 years, they are farmers, low-income 5,000 baht and primary education, They commented that before training, they had a little knowledge of the design, the sewing and the decoration in middle level. After training, they were able to design the patterns and decoration in high level. The contents were appropriate to the requirement in high level. It encouraged the participants to have acknowledge and skill for leading to the career in high level. The materials were sufficient and quality. The documents of training were the most appropriate. The training process of the knowledge relay to advice were the most. Period of training were average. The encouraging participants of a good professional attitude were the highest level. The participants were able to apply to themselves and the communities in high level and requirement of the next training in the highest level.

The success of evaluation for 25 participants were high level in 4.02.

4. Conclusion

1. Teen Chok Fabric of Mae Chaem District in Chiangmai province is identity, community intellect, beautiful in design and color. But there are problem in sewing. Because weaving must to cut off the fabric so that it made to ruin the design. It should to weaving in the product

decoration. That's must to design and specification about requirement to used. It should to permit for design specification.

2. The research found the most participants have known about design and sewing. So should to development skills for competition. And produce products for consumers want. And set up the group for economics development in the local.

3. The research found development Fabric style. Requirement of consumers and participants. It should to permit and support for the products to the market. To get income to vigorous community.

5. Acknowledgement

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