

'Boo!'

Not all ghosts are bad, some can give you a blessing too!
Strongthe Autumn/Winter 2022 Collection brings mysterious energy to the garments.

According to the beliefs of Thailand's early ghost culture, both good and bad spirits can help you with your luck, fortune, love and even improve your bank balance.

In order to ward off evil, red-coloured details appear throughout the collection along with holy rice grain motifs that attack dark energy when thrown (or in this case, worn). Lattice work fastenings on a pair of trousers recall the woven rice baskets used for flight by *Krahang*, a nocturnal ghost that might be found haunting rural villages. Seams across the chest mimic the dress of a baby ghost effigy, to which one can worship and make offerings to for personal gain. Aptly sized pockets for credit cards encourage and support the wearer's arriving financial prosperity. A spooky blessing is never out of reach in Strongthe.

Founded by MA Central Saint Martins graduate, Strong Theveethivarak. London-based menswear brand Strongthe's approach to creating menswear is inspired by daily experiences and modern weaknesses contrasting his name. Using his native traditional structures as a visual foundation and building on the physical impairment-inspired design sensibility. He developed a focus on creating confined forms that support the silhouette of the wearer.