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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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5 – 7 April, 2017*

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The International Education Social Sciences and Humanities Research Conference

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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THE HISTORY OF THAI WOMEN LINGERIE

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ABSTRACT

This research aims to study on background and evolution of lingerie in Thailand in order to collect devices and knowledge on history and culture of Thai women on lingerie wearing, techniques, design, and how to tailor various designs of lingerie invented by former people to current world, culture and values of dressing influencing on lingerie wearing of each period, and figure of Thai women in overall picture, for collecting knowledge that was useful for designers or anyone interested in lingerie.

The results showed that knowledge on lingerie was quite limited specifically for persons working in lingerie business only, especially knowledge on background and evolution of lingerie in Thailand. Since lingerie of Thai women was influenced by western countries, there are currently books on lingerie from foreign countries only. However, from studying on obtained data, the research found some interesting differences of Thai women from European women in covering their breasts based on local wisdom and traditional way of life. Formerly, Thai women covered their breasts with different styles of wrapping and knotting before developing as international design as found in present world. From this research, historical data and evidences on lingerie of Thai women were collected and the researcher also focused on passing on the knowledge obtained from this research to students, general people, and companies related to lingerie design in order to utilize the results of this research further.

Keywords– Breasts, lingerie, Thai women, Underwear.

INTRODUCTION

Since lingerie is considered as the important apparel that has been worn by women every day since they were young to teenage and old, lingerie is designed to have different styles, designs, and materials upon characteristics and benefits on wearing of the target group. Currently, lingerie is beyond something worn for supporting or covering breasts. Accordingly, lingerie design has been being developed upon fashion with more extrovert design and novel style. Sometimes, some lingerie design can be worn as outer clothing. Undershirt or brassiere has become important for all women. Besides benefit on beauty, it also helps to support breast tissue that is delicate and fragile and may be torn and wounded if such tissue is frequently attacked violently. In addition, if breasts are not given proper care, they would be premature sagging. Good brassiere should help to support breasts. To select undershirt that is suitable with body correctly, it will help to enhance confidence and good image of wearer as well as help to prevent any possible health problem. In medical view, physicians suggest that undershirt helps to protect body from exposing with germ, bacteria, and dirty things. Although undershirt is only a small piece of apparel, it can indicate values, belief, way of life, custom, tradition, and culture of each era properly.

The scope of this research is to study the history of Thai women lingerie specifically through lingerie designs and body structure of Thai women in order to gather knowledge and historical evidences related to lingerie for passing on such knowledge and evidences to students and general people interested in this topic as well as all organizations or companies related to lingerie design and production, i.e., the results of this research can be used as reference for their further designs.

RELATED LITERATURES

The term lingerie is originated from a French word “lin” in French means linen that is the first type of fabric used for making lingerie in the past because linen helps to warm body properly. In addition, this word is also another origin of the word “Kang Keng Ling” (underwear) in Thai. In English, there are also other words that can refer to undershirt including lingerie, underwear, and undergarment, referring to a kind of apparel worn under outer clothing. However, ancient people called this kind of apparel as “foundation” because it was considered as foundation of dressing, including both upper and lower parts of body. For upper part of woman’s body, it is called bras originated from brassiere referring to supporter. Thai people call this kind of undershirt as “Yok Song” originated from clothing of Minoan in Greece around 2,500 years B.C.

Figure 1
The picture of Minoan women.



Figure 2
Ancient lingerie of the 15th century.



However, in 2012, the Institute of Archaeology of Innsbruck University, found 4 women’s underwear from Middle Ages around the 15th century under Lengberg Castel located in Tyrolmore, Austria. Based on discovery of this new evidence, it could be believed that women started wearing bras from 600 years ago.

Woman’s body is consisted of natural curves but there have been some ideals on woman’s body shown in various cultures. The most important change of western women’s lingerie occurred in 1830 -1839 when lingerie consisted of several pieces and became an important apparel that must be worn regularly. In such period, wearing no underwear referred to dirtiness, roughness, low class, and poor manner.

Figure3
Thai women with naked breasts



Figure4
Drawing of Thai Women during Ayutthaya period.



For ancient Thai people, they formerly dressed comfortably or wore only one piece of cloth to cover lower part for men and two pieces of cloth for covering upper and lower parts. In ancient time, many Thai women, especially married women and old women, preferred bare their breasts and wore only one piece of cloth for covering their lower parts. Actually, Thai women had some blouses and tap clothes for covering

their breasts but they preferred wearing or covering such clothes in winter only. In summer, they preferred baring their breasts due to the hot weather of Thailand.

However, there was a kind of ancient Thai apparel that was similar with bra but it was worn by dancers only. It was made of polished coconut shells covered with lacquer and gold leaves and decorated with mirror. For inside part, it was covered with soft fabric. This type of apparel was called “breast boxes” that was presumed to be influenced by Cambodian dancers because there was the cultural exchange between Thailand and Cambodia leading to similar design of apparel.

During the late Ayutthaya period, Thailand was at war with Burma. Women had to fight along with men to protect their country. Therefore, the need to wear tighter clothes was required. Shorter hair cut for easy movement when they fought and escaped. “Ta Beng Man” were the Thai women dresses at that time to support their breasts. It is characterized by a blanket across the breasts area, then gathered and tied behind the neck.

Figure 5
Ancient dancers



Figure 6
The details of breast boxes

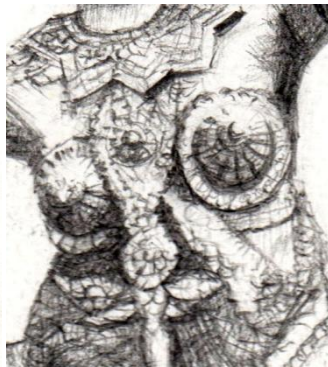


Figure 7
Thai Women with Ta Beng Man



In the reign of His Majesty King Mongkutor King Rama IV, “Yok Song” or formerly called “Plei- Nom” was imported to Thailand. At that time, it was not popular due to the habit of Thai women in baring their breasts.

In the past, Thai women covered their breasts with tap or bared their breasts at home due to the hot weather of Thailand until the reign of King Rama V when Thailand started to adopt westerner values. Consequently, King Rama V was pleased to enact a royal act directing Thai women to wear clothes entirely and properly before leaving home. However, some Thai women in rural areas were not familiar with wearing lingerie. At that time, girls mostly wore their hair in a bun and wore blouses with round-necked sleeveless collar without wearing anything under their blouses. When they became teenagers, they would wear taps with the shape resembling ribbon for inserting and wrapping around their collars before pulling such ribbon to puff out in order to cover breasts from clear visibility. Correct tap wearing was the manner that such tap helped to support or hold the breasts not just simple wrapping or pressing breasts because such action may make breasts smaller with wrong shapes

Figure 8
Northern women dress.

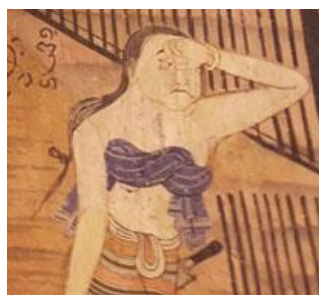


Figure 9
Woman in Early Rattanakosin period.



King Rama V visited Europe and adapted European dressing style to Thailand. This was considered as the big change of Thai dressing tradition for royal-blooded persons, government officials, and general people. Subsequently, there was the notification to “prohibit improper dressing” for general people in public areas (e.g., roads, rivers, and canals). There was a term of improper dressing in such act or notification stated that improper dressing was that man wearing cloth drawn up high without covering his knees or shorts (except for wearing for taking shower or working for civil works), “ woman bearing her breasts, woman wearing cloth that could not cover her breasts properly”, child wearing no cloth, long shirt, or pants. Accordingly, such dressing was prohibited according to this act. Punishment of this act was that any person violated this act must be arrested by officers of Police Department for bringing to the court and shall be fined not over than 10 baht. For children with the age lower than 15 years, their parents must be punished. Since then, general people in Bangkok and other provinces turned to dress properly. Moreover, tradition of naked breasts of women in the north of Thailand also disappeared. There were only women in rural areas who still bared their breasts in their houses or villages.

When Thai women started to wear outer clothes in European style, lingerie started to play a role in Thai women's dressing. The first design of Thai lingerie was princess style adjusted by cutting its curve to be wider without any sleeve as well as cutting its length to be higher than waist level and its frontage must be opened for buttoning. There was also a pocket or two pockets on such kind of lingerie (because most women had no handbag at that time, so they used that small pockets for keeping money and other things). This kind of lingerie was called “Blouse with five seams”. It tightened the breasts instead of supporting them. According to the hot weather of Thailand, it was difficult to wear lingerie with European style like princess design and it was also inconvenient for daily activities, blouses with five seams were used as lingerie for covering with other types of clothes. Petticoat played a role in the same time with skirts that were often cut by wearer or tailor without any instant petticoat. Such petticoat was slightly transparent and white fabric that was stitched by using gathering foot sewing at the waist area while its hem was decorated with cotton lace. There was no elastic or synthesized lace available as present time.

Figure10
Blouse with five seams.



Figure11
Front-Zip Cotton long-bra.



Thai women in the early period of the reign of King Rama VII preferred wearing simple lingerie that was cut in 2 pieces of square fabric and its sides were stitched resembling pillow case with small straps for wearing and covering breasts without any supporter. Some women with big breasts still wore former style of lingerie in order to tighten their breasts while many old women preferred wearing wide blouses with pleated collars and decorated with crocheted lace while letting their breasts flabby naturally.

In 1947 or after World War II, there were some lingerie imported from other countries and Thai women started to prefer wearing bras since then. Subsequently, such preference was getting higher increasingly. After that, there was the first sewing school for lingerie opened in the area of Phra Sumen Road. Since then, Thai dressmakers have been able to tailor brassieres and shaper with the same design as those imported from other countries. However, since there was no distribution of materials and devices, plastic bones were replaced by wicker stripes for strapless bras.

Since then, lingerie design and wearing of Thai women has not been different from those of western women. To measure breast size in the past, chest circumference was measured without under bust measuring. Then, wearer had to try on such bras. If it was fit, such lingerie was suitable with such wearer. If not, it had to be fixed upon such wearer's body.

THAILAND'S LINGERIE IMPORTATION

When mentioning instant lingerie selling in Thailand, it could be said that a company under Saha Group is the first company importing Wacoal lingerie from Japan in 1970. In the first period, most imported designs were Japanese patterns with breast sizes suitable for Japanese women. Consequently, there were some problems for Thai women. Subsequently, its patterns were adapted based on Thai women's structure mainly. In addition, Body Survey Section was also established to survey body and shape of Thai women regularly in order to respond to customers' demands as much as possible.

The first imported lingerie design was almost 100% made of cotton fully or mixed with lace. Its straps were also made of cotton. However, it was uncomfortable because such cotton was not flexible like current one. Its patterns were also simple with three colors including white, beige, and black. Formerly, its price was around 8 baht and not more than 20 baht. Subsequently, lingerie industry was developed on its materials in order to suit Thai women's body more properly including its patterns with cutting for supporting breasts, cloth making techniques, or utilization of new materials besides former cotton, for example, powernet fabric, and some fabric with spandex or lycra that would help to improve flexibility making wearer feel more comfortable.

Figure 12
Wacoal lingerie shop in 1970.



Figure 13
Components of Bra and Underwear by Junjira Monnin.



THAI WOMEN PHYSIOLOGICAL

Information on Thai Women's Body: Currently, it is found that body size and breast size of Thai women are getting bigger every year. Based on researches officially conducted by the researchers of Wacoal and Thai Industrial Standards Institute (TISI) since 1981 and repeated every five years, it was found that breast size of Thai women has increased regularly as follows:

Table 1
Physiological Transformation of Thai Women During 1982 to 2009

Physiological Transformation of Thai Women (Compared during 1982 to 2009)		
body measurement	Data	+ Increase / - Reduce
Height	158 cm.	+ 4.8 cm.
Weight	54.5 kg.	+ 4.3 kg.
Bust	87.9 cm.	+ 4.8 cm.
Waist	72.1 cm.	+ 4.7 cm.
Hip	94.8 cm.	+ 5.4 cm.

In the light of physiology, the cup size of most Thai women is currently larger and the amount of women with C cup will become the majority that is different from the past that most women had AA cup. Due to changing period, women have learned to look after themselves with better health, hygiene, and living. They had more choices on diet and higher level of fast food consumption due to hasty lifestyle. In comparison with the past, it could be seen that current Thai girls grow more rapidly than those in the past.

METHODOLOGY

Part 1 :Data was collected from some historical evidences and some foreign and Thai textbooks were studied. Moreover, photos of some sculptures and mural paintings of some ancient temples were also studied in order to reflect the way of life of ancient people.

Part 2 :Data was collected by conducting an interview with some experts on lingerie and woman's physiology of Thai Wacoal Public Company Limited.

Part 3 :Data was collected from 100 questionnaires completed by sampled women with the age over than 50 years in Bangkok and surroundings.

RESULTS

From data collection obtained from historical evidences on dressing of Thai ancient women related to lingerie wearing, Thai women's lingerie wearing could be divided into 4 major periods as follows:

Table 2
Evolution of Thai Women Lingerie.

Period	Top	Bottom
1 st Period: When Thai women preferred baring their breasts. <ul style="list-style-type: none"> • Thawarawadi (557-1057) • Srivijaya (757-1257) • Lop Buri (1057-1357) 	<input type="checkbox"/> Topless	-
2 nd Period: Most of Thai women still preferred topless but they started to cover their breasts with shoulder cloth. <ul style="list-style-type: none"> • Chiang Saen (1118-1188) • Sukhothai (1249 - 1463) 	<input type="checkbox"/> Topless <input type="checkbox"/> Shoulder cloth	<input type="checkbox"/> Tew: looks like Thong (During their period)
<ul style="list-style-type: none"> • Ayutthaya (1350 - 1767) 	<input type="checkbox"/> Topless <input type="checkbox"/> Ta Beng Man <input type="checkbox"/> Shoulder cloth <input type="checkbox"/> Breast wrapper	
<ul style="list-style-type: none"> • Thon Buri (1767 - 1782) • King rama 1 (1782-1809) • King rama 2(1809-1824) • King rama 3 (1824-1851) 	<input type="checkbox"/> Topless <input type="checkbox"/> Shoulder cloth <input type="checkbox"/> Breast wrapper	
3 rd Period: The combination period of topless, shoulder cloth and different styles of breast wrapper. The influence of western lingerie started. <ul style="list-style-type: none"> • King rama 4 (1851-1868) • King rama 5 (1868-1910) 	<input type="checkbox"/> Topless <input type="checkbox"/> Shoulder cloth <input type="checkbox"/> Breast wrapper <input type="checkbox"/> Five seam blouse	<input type="checkbox"/> Tew: looks like Thong (During their period) <input type="checkbox"/> Smocking Panty
4 th Period: When Thai women have worn lingerie. <ul style="list-style-type: none"> • King rama 6 (1910-1925) • King rama 7 (1925-1934) 	<input type="checkbox"/> Five seam blouse <input type="checkbox"/> Cotton long-bra	<input type="checkbox"/> Smocking Panty <input type="checkbox"/> Panty
After world war 2 (1937-1957) Imported Lingerie.		

<ul style="list-style-type: none"> • King rama8 (1934-1946) • King rama 9 (1946-2016) • King rama 10 (2016-Present) 	<input type="checkbox"/> Long-bra <input type="checkbox"/> Half-bra <input type="checkbox"/> Lace bra <input type="checkbox"/> etc.	<input type="checkbox"/> Smocking Panty <input type="checkbox"/> Bikini <input type="checkbox"/> Thong <input type="checkbox"/> etc.
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CONCLUSION

From data collection, it could be perceived that Thai women have learned to cover their breasts since ancient time in the form of wrapping and covering cloth on breasts with different styles. Social, administrative, and cultural changes have influenced the way of life and lingerie wearing of Thai women from the period of naked breasts to the age of lingerie. Formerly, lingerie was customized for each person before being developed until there were some standard sizes with various designs as shown in present time.

Most western women wear lingerie for warming their body and it is also suggested medically that lingerie wearing can prevent some germ and dirty things from exposing to body. Ancient Thai women preferred baring their breasts due to the hot weather of Thailand. In the Thai society, lingerie wearing was adapted from western culture but breasts covering using fabric wrapping had been used since Chiang Saen period (around 543 - 1188). However, if lingerie means something that women wear for covering nipples or supporting breasts, it could be considered that Thai women started to wear lingerie in the reign of King Rama IV that was the beginning of Plei-Nom. In the reign of King Rama V, dressing of people in Thai society highly changed due to legislation of the act stipulating that Thai women had to wear clothes properly and entirely before leaving home. Consequently, Thai women turned to wear lingerie increasingly leading to the invention of blouses with five seams and blouses with round-necked sleeveless collar. In the first period, purpose of wearing lingerie is only for politeness and preventing sweat to stain outer clothes. This was different from current linger that is designed for highlighting shape of wearer. In addition, some lingerie designs are also worn as outer clothes frequently. Currently, there are only old women who wear blouses with five seams and blouses with round-necked sleeveless collar.

After World War II, Thailand imported ready-to-wear lingerie from Japan by Wacoal brand. At the beginning the design basically used cotton, custom-made only. The tailors needed to measure the individual size and adjust one by one. Later on it began to produce a standard size in a variety of designs. Now it has been developed with a soft touch fabric, stretching material and advanced sewing techniques.

Lingerie design is still performed in accordance with outer clothing trends, i.e., some trends demanding wearers to have firm breasts while other trends may require wearers to have naturally circular breasts or some trends may require light look as if wearers wearing nothing. In conclusion, lingerie design could help to promote or fix women's body to be as demanded. Accordingly, lingerie is till necessary for women continually.

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