



Lao Fashion Week 日本人デザイナー派遣プロジェクト 報告書

laoculture.jp
2023.9.15

本プロジェクトの目的

本プロジェクトは、今年で開催10周年を迎えるLao Fashion Week（以下LFW）に日本人デザイナーを派遣し

- ①日本のファッションを東南アジアに紹介すること
- ②日本の仕立ての技術やデザインを伝えることでラオスのヤングデザイナーに良い刺激を与えること
- ③日本人デザイナーの東南アジアのネットワーク拡大すること

を目的としている。

laoculture.jpは、2016年よりLFWに参加しており今年で5回目となる。東南アジアのデザイナーとのネットワークを広げることに加え、2019年より日本人デザイナー派遣プロジェクトを実施している。そしてLFW主催者よりその功績を評価され、今年より我々laoculture.jpはこれまでの「日本事務局」に加え”LFW Director”の立場を得ることになった。

LFWは”Lao Young Designers Project”を実施・運営しており、ラオスの若手デザイナーのトップ5を毎年フランスやシンガポール、フィリピン、ベトナム、タイといった各国の著名なファッションアカデミーでトレーニングをしている。laoculture.jpはこのプロジェクトとコラボレーションすることを計画しており、ラオスへのデザイナー派遣を継続するとともに、ラオスの若手デザイナーを日本でトレーニングすることを検討中である。



プロジェクト概要

プロジェクト名 Lao Fashion Week 日本人デザイナー派遣プロジェクト

日程 2023年9月7日(木) ~ 9月10日(日)

うちLao Fashion Week : 2023年9月8日(金) ~ 9月10日(日)

場所 クラウンプラザホテル ビエンチャン

Lao Fashion Weekも同ホテル

活動内容

- ①日本人デザイナーとLFW参加デザイナーとの交流
- ②日本人デザイナーとLao Young Designersとの交流
- ③日本人デザイナーによるLao Fashion Weekへの参加 (出演)



Lao Young Designers

今年度派遣したデザイナーとアシスタント

LFW 2023
The Most Prestigious International Fashion Event in Laos
LAO FASHION WEEK
8-11 SEPTEMBER



デザイナー：小野 原誠氏



アシスタント：畑本 昌宏氏

LFW2023 OFFICIAL OPENING RECEPTION at French Ambassador's Residence Vientiane



主催者Ms.Pany氏挨拶

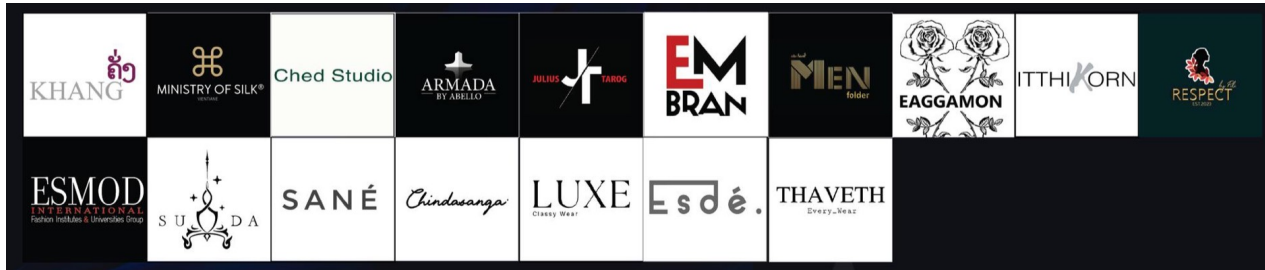


デザイナー小野 原誠氏とコレクション



会場となった
フランス大使公邸

MAIN STAGE FASHION SHOW 17Designers



KHANG (LAOS)

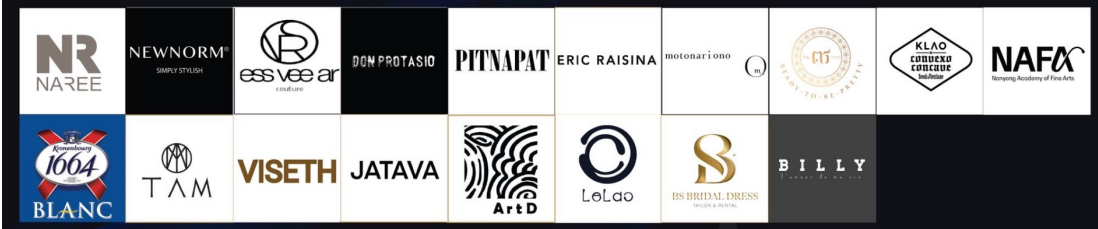


MINISTRY OF SILK(LAOS)



EMBRAN (INDONESIA)

MAIN STAGE FASHION SHOW 18Designers



MOTONARI ONO (JAPAN)



NAREE (LAOS)



TAM (LAOS) Young Desiner

WORK SHOP



“From Cocoon to Fashion” 「コクーンからファッションへ」は、ラオスシルクの伝統的な生産方法をデモンストレーションするラオスファッションウィークの活動の1つ。参加デザイナーが織物のワークショップで体験した。

在ラオス日本大使館との連携

在ラオス日本大使館の
サポートをいただきました



LFW2023
The Most Prestigious International Fashion Event in Laos
LAO FASHION WEEK
8-11 SEPTEMBER

小林賢一大使ご夫妻と
デザイナー小野氏





Collections being unveiled on the runway.

the event this year after a long break due to the COVID-19 pandemic.

“This year was different from how it was four years ago. The venue was spacious and the opening ceremony was grand and ambassadors from many countries marked their attendance,” Mr Motonori Ono observed.

Lao designer Mr Bandid Lassavong from Men Folder brand was elated to be a part of Lao Fashion Week this year and unveiled his latest collection which promoted local textiles.

今回参加した日本人デザイナー小野原誠さんは、「COVID-19パンデミックによる長い休止期間の後、今年のイベントに参加できて興奮している。今年は4年前とは違っており、会場は広々として素晴らしく開会式は壮大で、多くの国の大使が出席されていました」とコメントしている。

Vientiane Times(現地の国営メディア)にデザイナー小野氏のコメントが掲載されました。

Lao Fashion Week 2023 ends on successful note

Forty fashion designers from Lao and abroad showcased their fashion collections over two nights at Crowne Plaza Vientiane to mark the 10th anniversary of Lao Fashion Week and Lao Young Designers’ Project.

The two-day fashion show attracted more than 300 people over the weekend as well as over 100,000 viewers who saw the show being streamed on various social media platforms. Models, celebrities, and known names from the entertainment industry – Both locals and foreigners took part in the fashion show.

The founder and CEO of Lao Fashion Week and Lao Young Designers’ Project, Ms Pany Saignavongs, told *Vientiane Times* that she was praised for the grand success of the show which exceeded her expectations.

She said more than 300 people attended the event at Crowne Plaza, Vientiane, over the weekend, apart from the 100,000 viewers who followed the event online.

She said this year the fashion event was of an international standard and she thanked her team for their hard work and dedication. She individually thanked the committee of Lao Fashion Week, event managers, long-standing partners, and sponsors. She said she was proud that young designers from her project were now sought-after fashion designers and had launched their own brands.

“Tonight we celebrate the 10th anniversary of the most prestigious and important international fashion event of the country. After the country’s lockdown due to the COVID-19 pandemic, this year, many international fashion designers lined up to showcase their collections in Lao Fashion Week,” Ms Pany Saignavongs said.

“We also saw around 40 leading fashion houses taking part in the event,” she said.

Mr Motonori Ono from Japan, who showcased his collection, said he was excited to join



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Sisouphan Amphonephong

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Mr Motonori Ono from Japan, who showcased his collection, said he was excited to join the event this year after a long break due to the COVID-19 pandemic.

“This year was different from how it was four years ago. The venue was spacious and the opening ceremony was grand and ambassadors from many countries marked their attendance,” Mr Motonori Ono observed.

Lao designer Mr Bandid Lassavong from Men Folder brand was elated to be a part of Lao Fashion Week this year and unveiled his latest collection which promoted local textiles. He is now looking forward to showing his collections in Italy.



Lao and foreign designers pose for a group photo after the fashion show.

Mr Nanthaveth Buppha from Thaveth brand thanked everyone for their appreciation and said, “It was such a great night!”

“The power, the passion, the ambition, and the craziness to celebrate the 10th anniversary of Lao Fashion Week... I am so proud to be a part of Ms Pany Saignavongs’ family. I love you and really hope that you will see my intention, all of this is for you!” he added.

今後に向けての課題

○コロナ禍を挟み、今回laoculture.jpとしては二回目のデザイナー派遣プロジェクトとなったが、前回に続き派遣そのものは成功であったと考えている。しかし、派遣後にラオスのヤングデザイナーにどれだけの影響を与えられたのかを測る術が現状ないため、今後日本人デザイナーとのワークショップでの交流イベントなどを行い、ヤングデザイナーからの感想やフィードバックを受け、それをもとにお互いにブラッシュアップしながら継続する方向で検討していきたい。

○LFWへのデザイナー派遣も、これまでは1名のみだったが、人数も拡大し、サポートするための資金調達も大きな課題とするところである。

○Lao Young Designers Project(LYDP)と協力し、今後ラオス若手デザイナーのトレーニング先を日本でも探し、協力体制を取る方向で調整中である。さらには、日本の技術とラオスの技術のコラボレーション作品を生み出すデザイナー育成にも力を注ぎ、今後とも日本とラオスとのファッションフィールドでの協力共存そして成長態勢を整えていきたい。

○本年はLFW Board Memberに昇格したが、今後LFW、LYDP共に協力関係を確固たるものにしていくためには、ラオス側との理解と協力が不可欠であるため、主催者側とのコミュニケーションさらに強化していく所存である。



LAO YOUNG DESIGNERS PROJECT



共同代表 辻 亜希子
Akiko Tsuji



共同代表 阪本 洋
Hiroshi Sakamoto