

Thailand Report

January 2014

CONTENTS

- *Project 1: Karmakamet Diner (Bangkok)
- *Project 2: Kloset Café (Bangkok)
- *Project 3: Issue Café (Bangkok)
- *Project 4: BoYY Café (Bangkok)

1. KARMAKAMET DINER

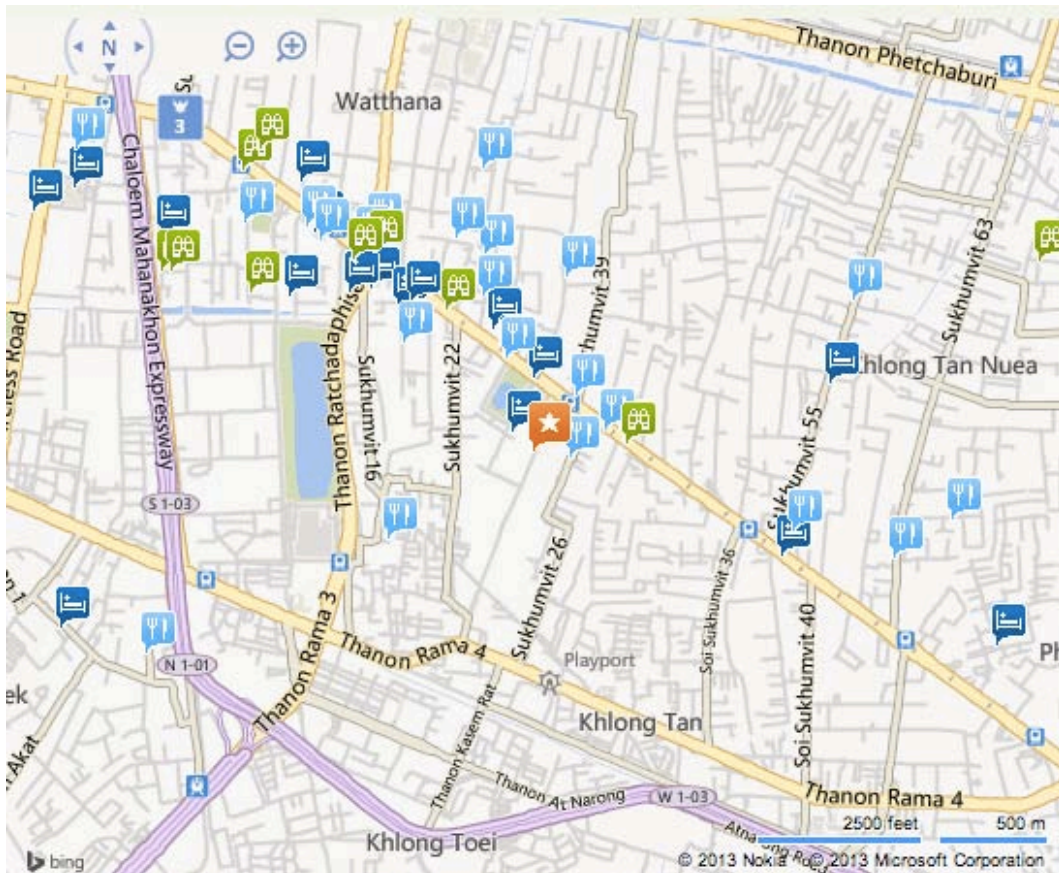
Project Overview

Karmakamet is best known for its aromatic products such as scented candles, incense, perfume and tea. Originally only selling at CentralWorld, the brand has now opened a restaurant called Karmakamet Diner right behind the Emporium shopping mall in Sukhumvit. The venue, which will also include a sales area for their products, has a retro-inspired décor designed by Be Grey, the designers behind Casa Lapin and several other hip places in Thailand.

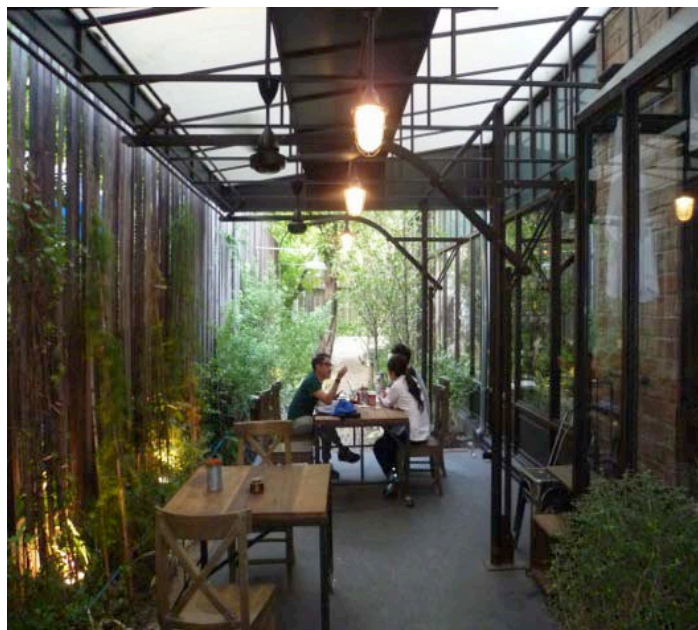
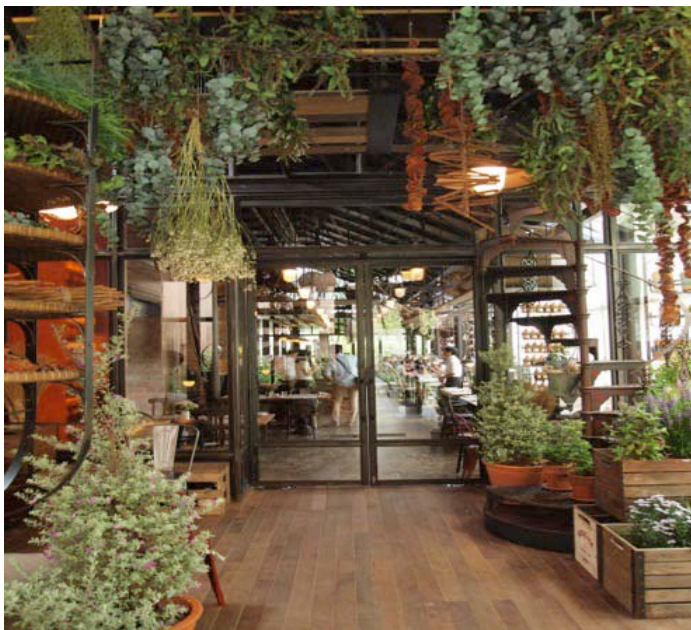
Project Details

1. **Type of Business:** Branded restaurant and shop
2. **Open Date:** 09/2013
3. **Concept:** Retro-inspired décor
4. **Location:** Soi Matheenivet, Sukhumvit 24, Bangkok
5. **Target Customer:** Young and fashion-conscious shoppers.
6. **Interior designer:** Be Gray; www.begraybangkok.com
7. **Website:** www.karmakamet.co.th

Location map



Karmakamet is tucked away in a small street behind the Emporium shopping complex in Sukhumvit.



The restaurant features old-school medicine cupboard-like walls displaying the brand's range of products.



2. KLOSET CAFÉ

Project Overview

After closing down Cafe & Etc. by Kloset in Thonglor, a new branch, called Kloset Café, was opened at Siam Paragon shopping mall. The restaurant is set in a golden faux-glasshouse, albeit one with no roof or walls. The menu features international dishes alongside Thai classics.

Project Details

1. **Type of Business:** Branded café
2. **Open Date:** 10/2013
3. **Concept:** Casual dining
4. **Location:** Ground floor of Siam Paragon shopping mall, Bangkok
5. **Target Customer:** Local residents and shoppers

Location map



Kloset Café is located on the food level (ground floor) of Siam Paragon shopping mall.



The restaurant is set in a golden faux-glasshouse, albeit one with no roof or walls.



3. ISSUE CAFÉ

Project Overview

Fashion designer Phubawit Kritphonara from ISSUE introduces "ISSUE Cafe", bringing a novel dining experience to Siam Center. The cafe serves a fusion of Thai and Moroccan food which diners can enjoy within the setting of ISSUE's home decor items and clothing.

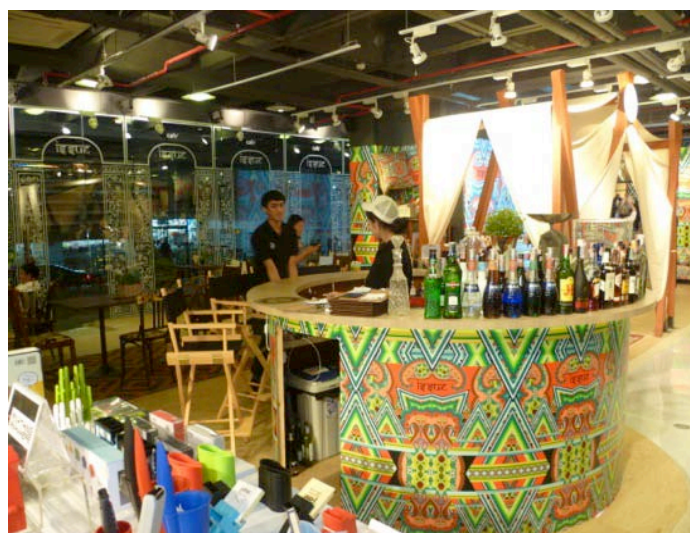
Project Details

1. **Type of Business:** Branded café and restaurant
2. **Open Date:** 10/2013
3. **Concept:** Eclectic and colorful.
4. **Location:** Siam Center, Bangkok
5. **Target Customer:** Young, trendy shoppers
6. **Interior designer:** Fashion designer Phubawit Kritphonara
7. **Website:** www.issue.co.th

Location map



Issue Café is located on the ground floor of Siam Center, the shopping center next to Siam Paragon, at BTS sky train station Siam.



ISSUE Café features a restaurant and fashion bar within the setting of a colorful lifestyle store. Items for sale including clothing, home décor and furnishings.



4. BOYY CAFÉ

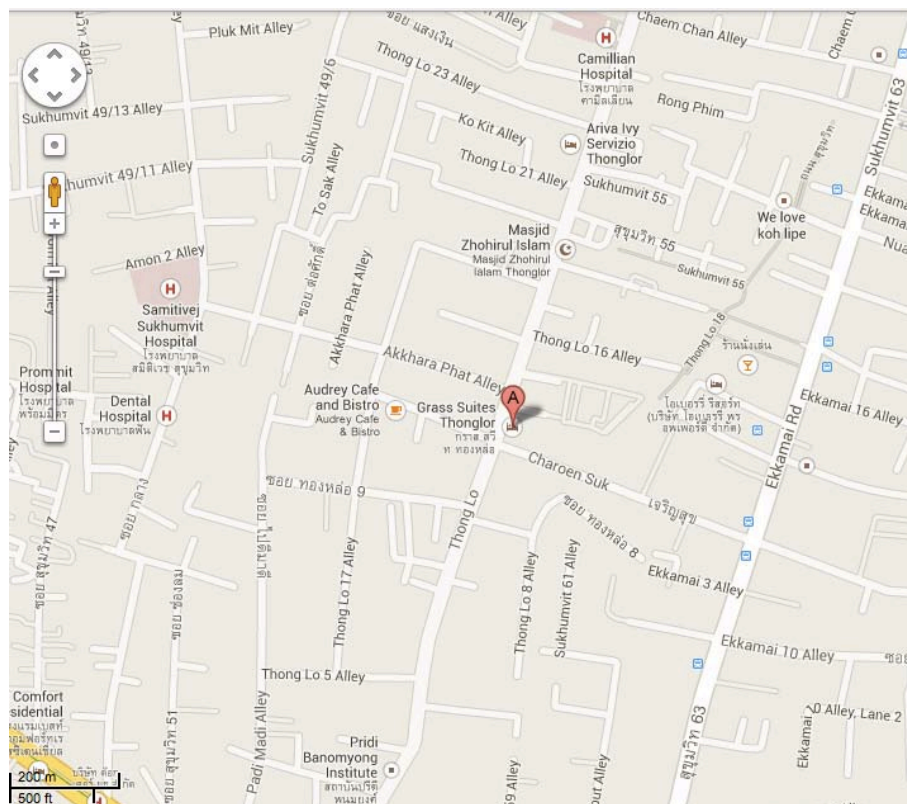
Project Overview

One of the pioneers of the Thai fashion accessory scene, BoYY finally has its own flagship store at Grass. Downstairs is dedicated to a café which has been decorated in a classy vintage vibe. The menu contains mainly comfort food that harkens back to the designers' time spent in New York and Italy.

Project Details

1. **Type of Business:** Branded restaurant and café
2. **Open Date:** 09/2013
3. **Concept:** Classy vintage style
4. **Location:** Grass, Thong Lor Soi 10, Bangkok (www.grassthonglor.com)
5. **Target Customer:** Local Thais and expatriates
6. **Interior designer:** Fashion designers Wannasiri Kongman and Jesse Dorsey
7. **Website:** www.boyycafe.com

Location map



The trendy Thong Lor neighborhood is home to many eateries including BoYY Café at the Grass Thong Lor complex.



The café downstairs has been decorated in a classy vintage style.