

Thailand News

August 2025

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1. JIM THOMPSON LIFESTYLE STORE

Project Overview

Opened in October 2024, the new Jim Thompson flagship store at One Bangkok mixed-use development combines retail, an exhibition, and dining in a stylish 550 sqm duplex layout. Located on the ground floor of The Storeys retail zone, it is the brand's first lifestyle-oriented store. Known for its premium Thai silk and strong cultural heritage, the brand offers a curated collection of fashion, home furnishings, accessories, and décor, including cushions, table linens, and fabrics. The materials used in the interior reflect the brand's textile roots, with silk-padded walls, red mirrored surfaces, and furnishings from Jim Thompson's home collection.

The space is divided into functional zones: a fashion and home furnishings retail area on the ground floor, with Jim's Terrace, a Thai restaurant offering refined comfort food, and a Silk Exhibition on the upper level. The exhibition highlights the artistry of Thai silk and the brand's history.

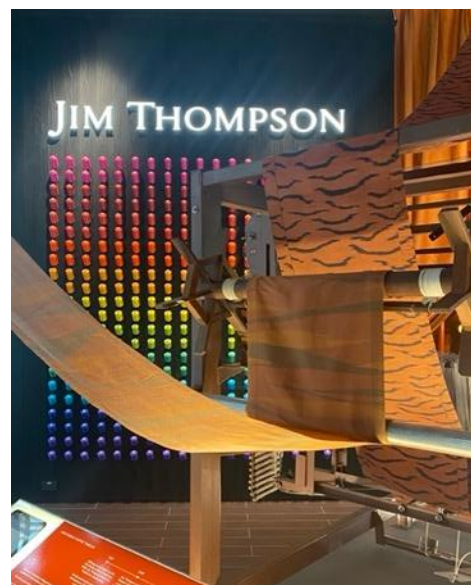
Project Details

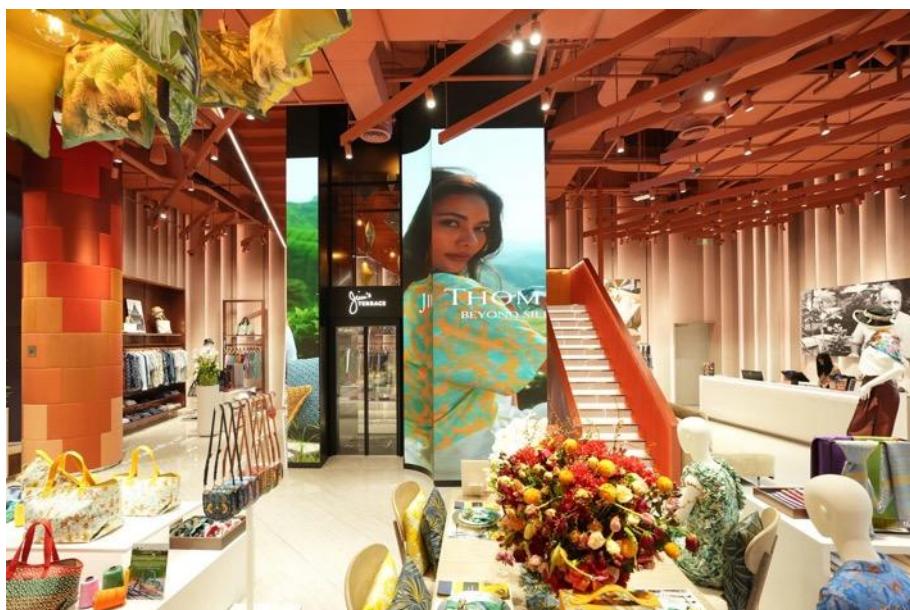
1. **Type of Business:** Lifestyle store and restaurant
2. **Open Date:** 10/2024
3. **Location:** G floor, The Storeys at One Bangkok mixed use development, Witthayu Road, Lumpini, Bangkok
4. **Size:** 550 sqm
5. **Website:** www.jimthompson.com

Location map



The store is located on the ground floor of the Storeys retail zone at One Bangkok, the city's newest upscale mixed-use landmark in the central business district.



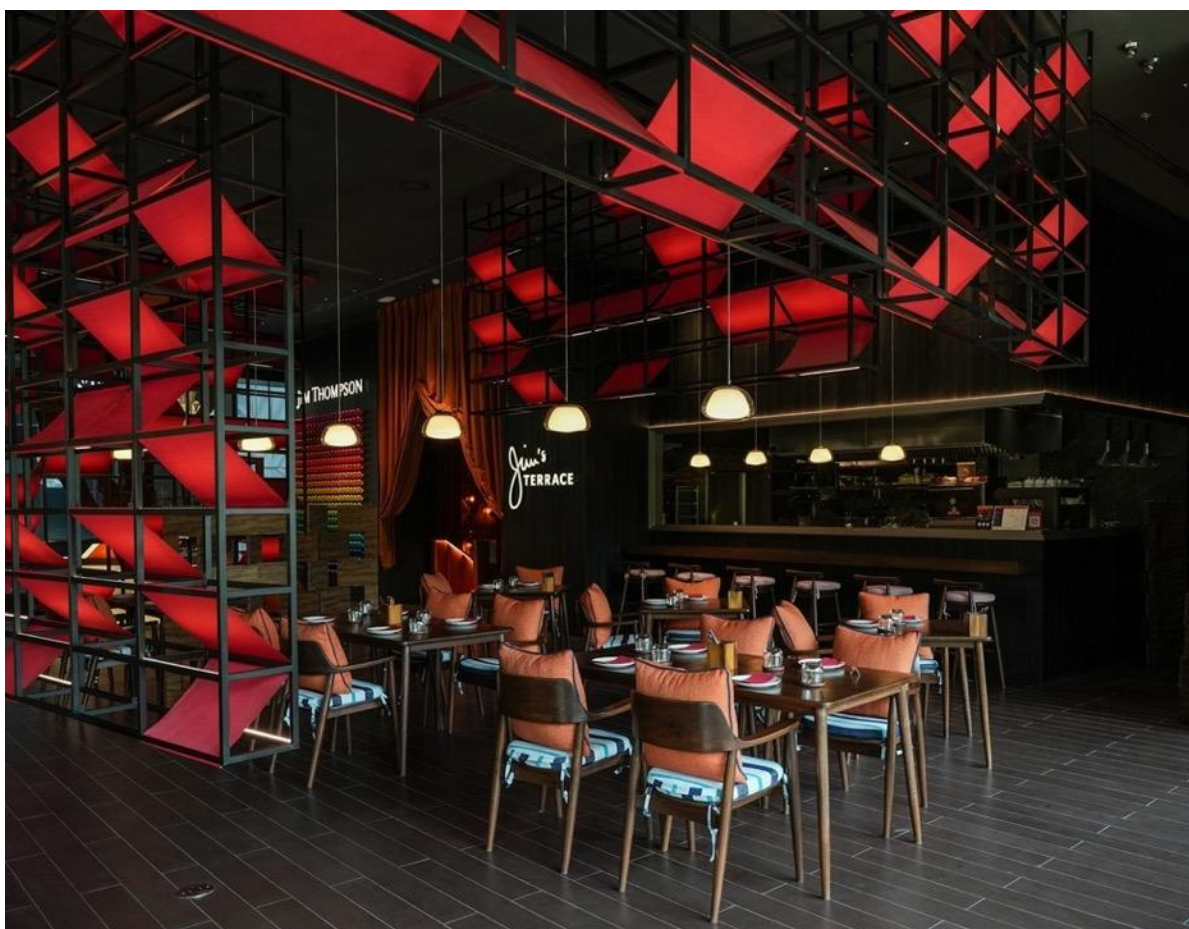


Premium Thai silk brand Jim Thompson displays its heritage through fashion, home furnishings and décor, with items like elegant cushions, table linens and richly woven fabrics.





The store comprises Jim's Terrace on the second floor which serves Thai food and drinks, with views of One Bangkok's landscaped areas.



2. SWATCH CONCEPT STORE

Project Overview

The Swatch concept store at One Bangkok is the brand's largest flagship globally, spanning over 600 sqm across two floors in The Storeys retail zone. The interior design is inspired by traditional Thai pavilions, combining classic forms with modern materials to create an open, flexible space. The layout is intended for both retail and exhibitions, reflecting Swatch's focus on art, creativity, and interactive experiences.

The store features current collections, a Swatch Art Gallery showcasing limited-edition watches, and a skate zone that highlights the brand's connection to urban culture. A personalized watch station, Swatch X You, lets visitors design their own timepieces on site. The space also serves a cultural function, featuring a small exhibition that traces the brand's evolution. Its launch included a special edition watch by Thai artist Yoon-Phannapast Taychamaythakool, whose design references Hanuman from the Ramayana and incorporates traditional Thai motifs and symbolic imagery.

Project Details

1. **Type of Business:** Concept store
2. **Open Date:** 11/2024
3. **Location:** G floor, The Storeys at One Bangkok mixed use development, Witthayu Road, Lumpini, Bangkok
4. **Size:** 600 sqm
5. **Website:** www.swatch.com/en-th

Location map



The store is located on the ground floor of the Storeys retail zone at One Bangkok, the city's newest upscale mixed-use landmark in the central business district.



Thai artist Yoon-Phannapast Taychamaythakool created this unique Hanuman-inspired design for a Swatch watch, featuring traditional Thai motifs and symbolic imagery.



The Swatch Concept Store at One Bangkok includes an open area that also functions as an event space, hosting exhibitions, product launches, and cultural activities.

