

T H E P A R R O T

B A N G K O K

Wearable Art. Designed in Bangkok.
Contemporary womenswear shaped by art, craft and movement.



The Parrot is an independent fashion label from Bangkok, exploring the relationship between art, form and movement. Through signature pleating, draping and original prints, artistic ideas are translated into contemporary pieces designed to be expressive yet effortless to wear. Bangkok-born. Internationally minded.

THE PARROT
BANGKOK



The Parrot.



T H E P A R R O T
B A N G K O K

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The bird “Parrot” is best describe our brand.
Parrots have their own voice.
Parrots are different.
Parrots communicate.

=
=
=

‘confident’
‘unique’
‘relationship’



T H E P A R R O T
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OUR PHILOSOPHY

“QUIET ARTISTRY”

Art does not always need to be loud.

At The Parrot, artistry is expressed through thoughtful construction, subtle details, sculptural pleating and fluid movement.

Pieces reveal their character through the way they are cut, draped and worn.

Art to be discovered, not declared.



T H E P A R R O T

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IN-HOUSE ATELIER

Where Quiet Artistry takes shape.
Our Bangkok atelier brings design and craftsmanship together under one roof —
allowing us to work closely from draping and construction to the final details of each piece.
Designed closely. Crafted thoughtfully.

BRAND POSITIONING

ACCESSIBLE CONTEMPORARY DESIGNER

The Parrot sits between wearability and artistic expression — offering distinctive designer pieces at an accessible price point.



Retail Price €70–€600
Distinctive design. Considered craft. Accessible price.

THE PARROT BRAND PILLARS



01 — WEARABLE ART
Artistic ideas translated into clothing through form, colour and composition.



02 — QUIET ARTISTRY
Thoughtful craftsmanship and unexpected details that reveal themselves subtly.



03 — PLEAT CRAFT
Pleating as a signature design language — sculpted, draped, twisted and engineered.



04 — EFFORTLESS MOVEMENT
Fluid silhouettes designed to move naturally with the body.

THE PARROT DNA



THE WOMAN

Confident
Creative
Modern
Independent
Expressive



THE SIGNATURE

Pleats
Draping
Abstract Prints
Movement
Unexpected Details

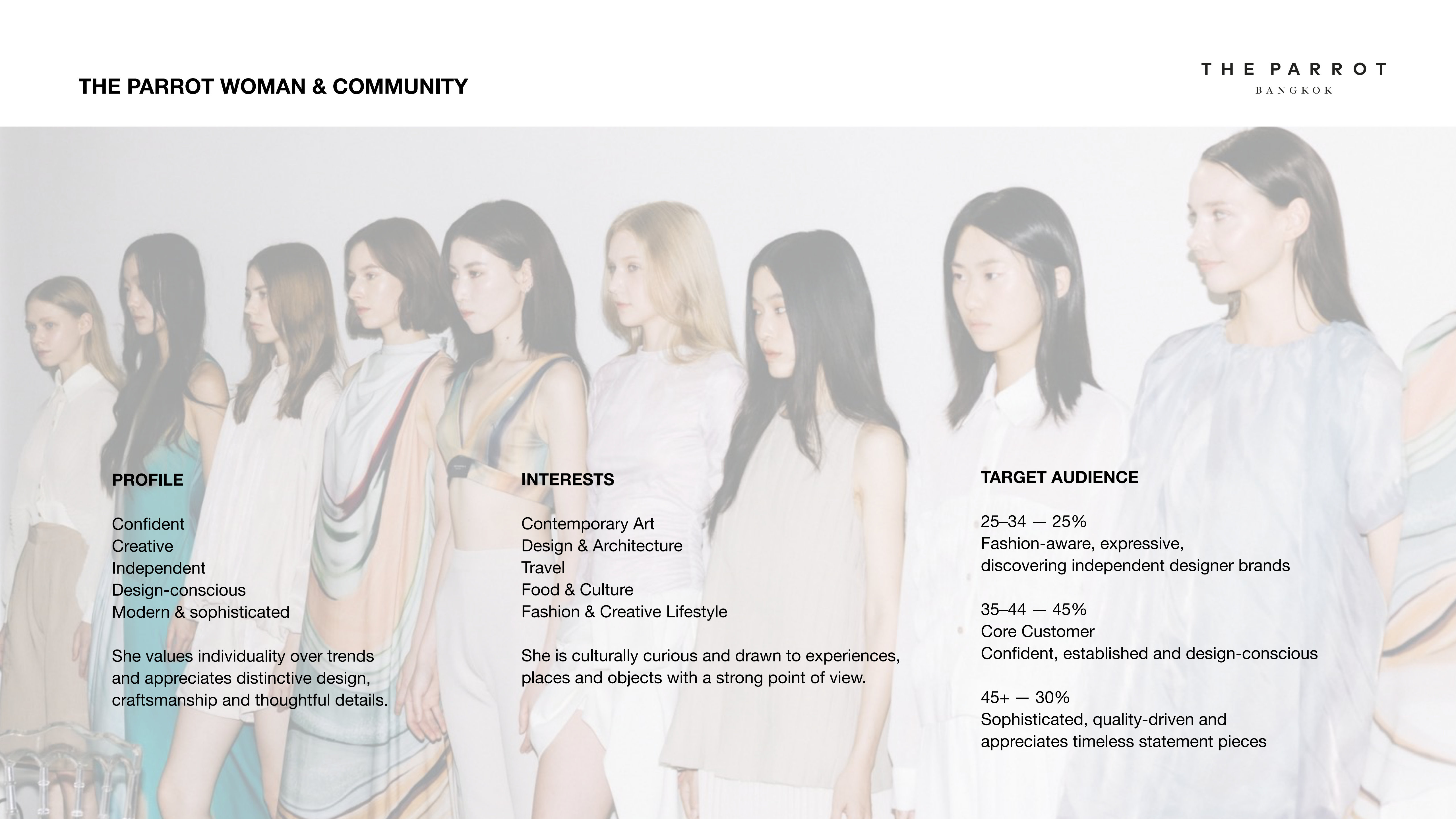


THE SPIRIT

Artistic
Effortless
Eclectic
Feminine
Contemporary

THE PARROT WOMAN & COMMUNITY

THE PARROT
BANGKOK



PROFILE

Confident
Creative
Independent
Design-conscious
Modern & sophisticated

She values individuality over trends and appreciates distinctive design, craftsmanship and thoughtful details.

INTERESTS

Contemporary Art
Design & Architecture
Travel
Food & Culture
Fashion & Creative Lifestyle

She is culturally curious and drawn to experiences, places and objects with a strong point of view.

TARGET AUDIENCE

25–34 — 25%
Fashion-aware, expressive,
discovering independent designer brands

35–44 — 45%
Core Customer
Confident, established and design-conscious

45+ — 30%
Sophisticated, quality-driven and
appreciates timeless statement pieces

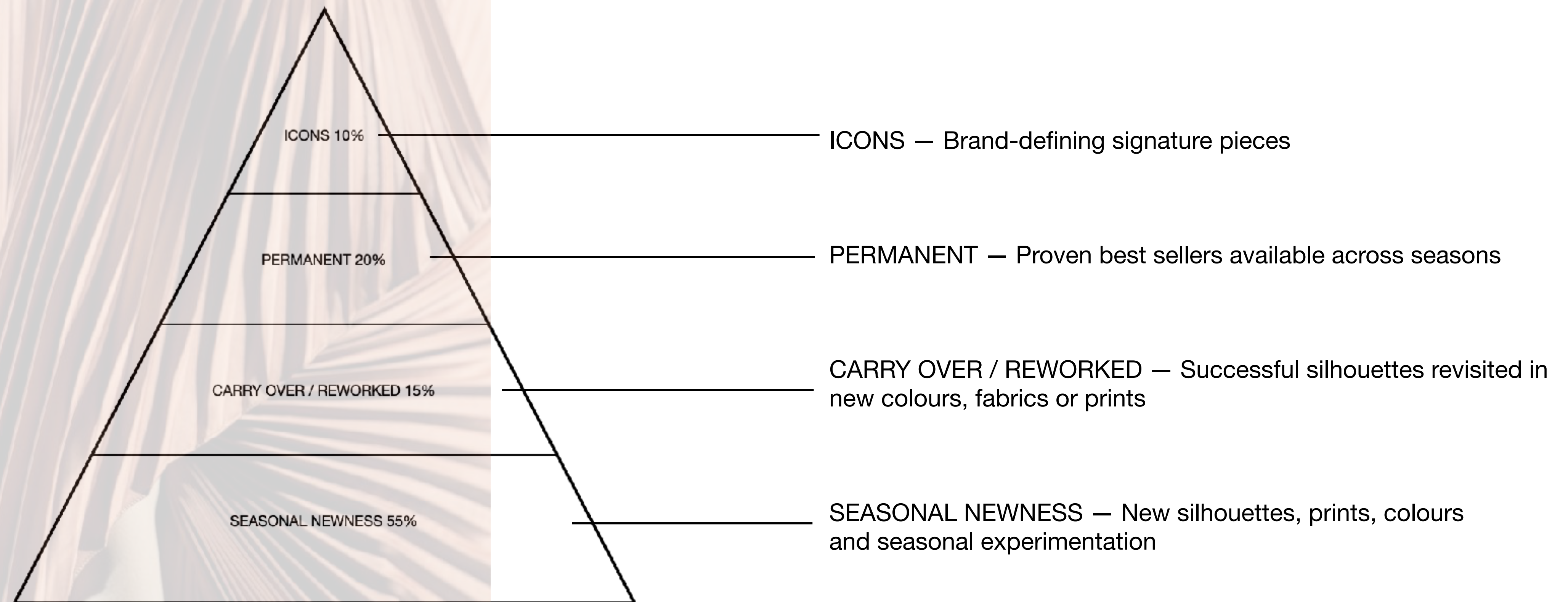
T H E P A R R O T
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OUR COLLECTION

T H E P A R R O T

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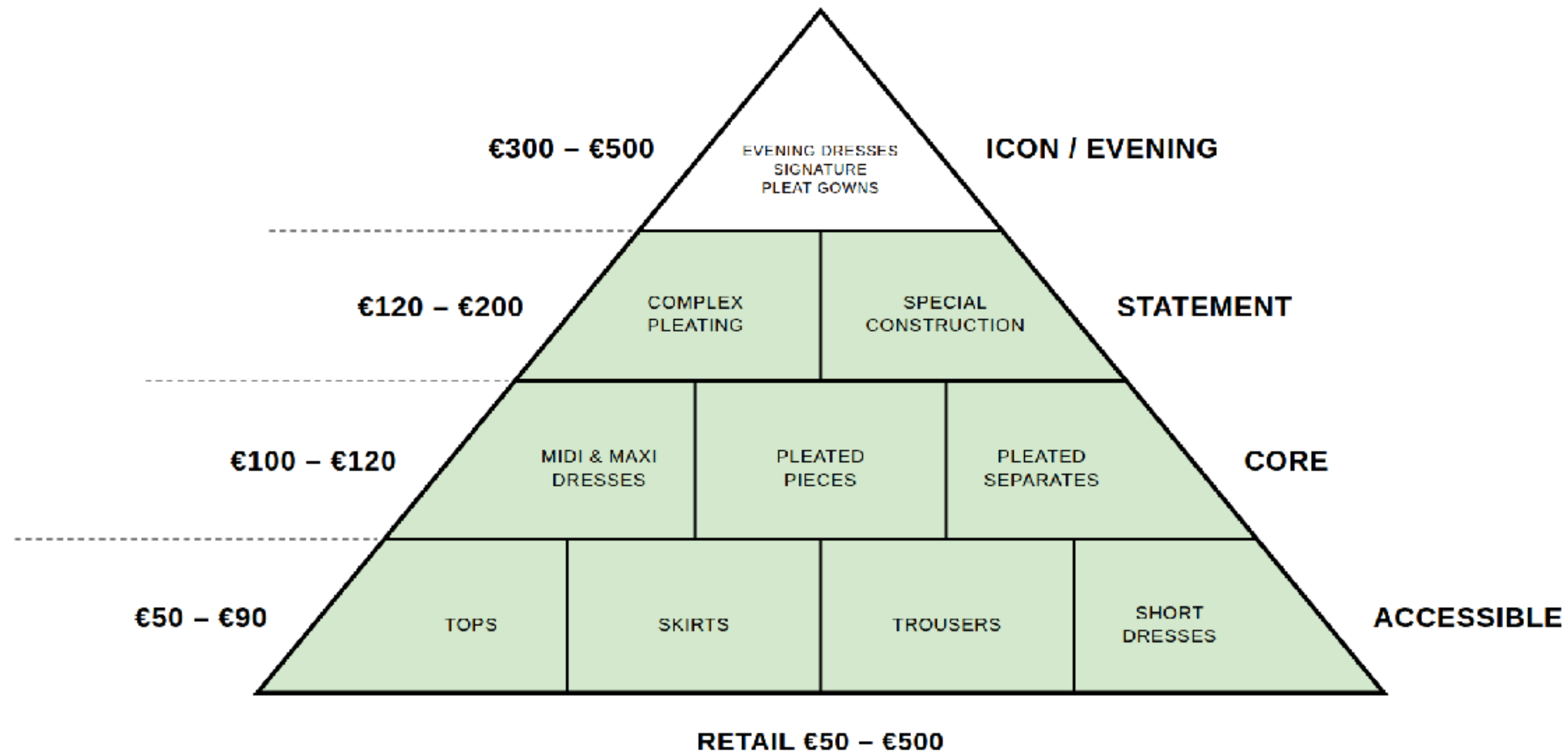
STRUCTURE OF THE COLLECTION — A SOLID MERCH PLAN



T H E P A R R O T

B A N G K O K

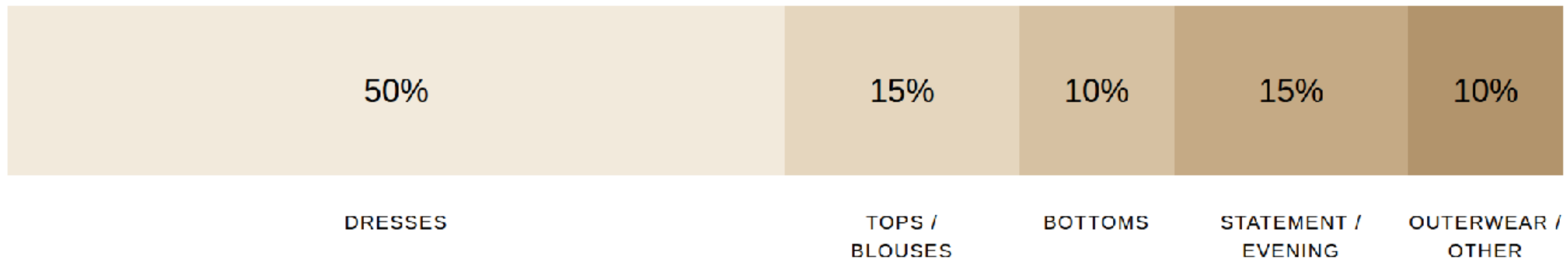
STRUCTURE OF THE COLLECTION — PRICE POSITIONING



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THE PARROT COLLECTION MIX



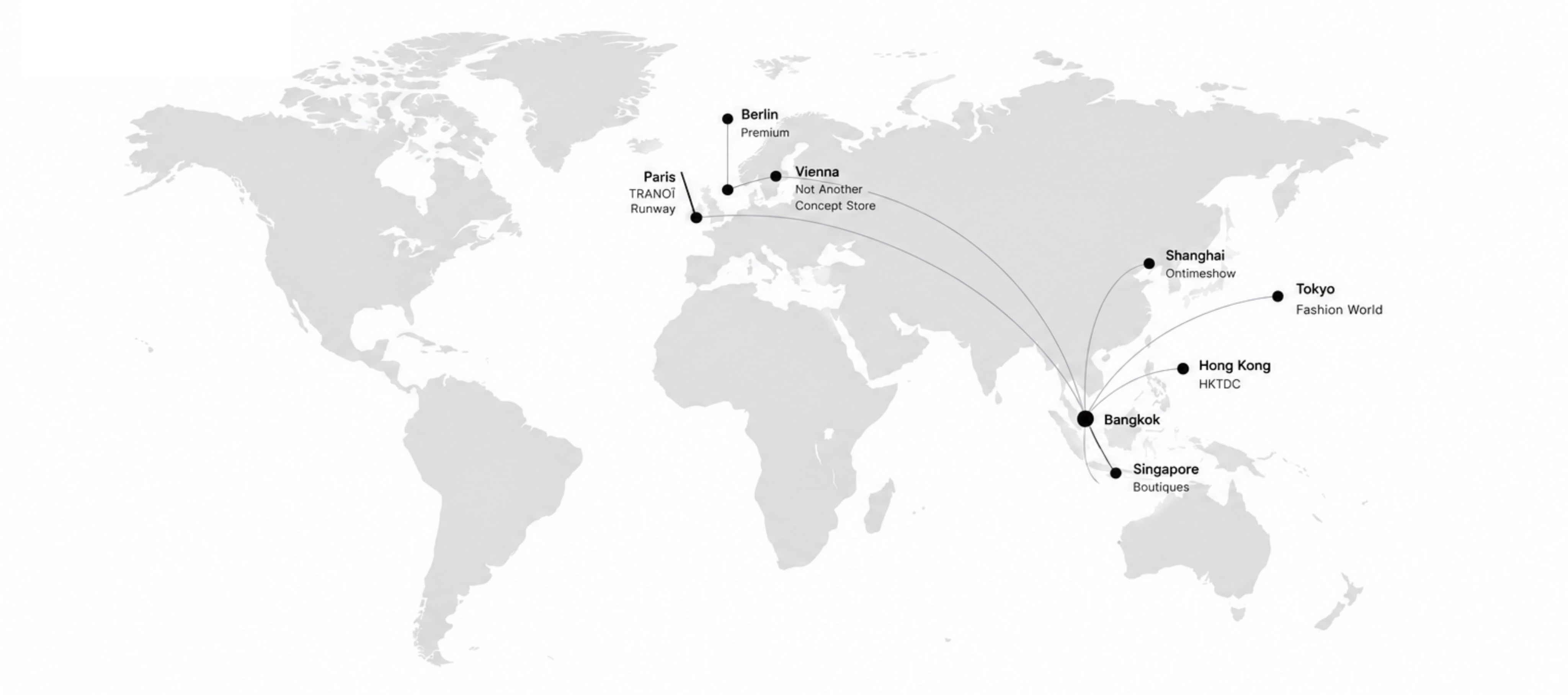
T H E P A R R O T

B A N G K O K

OUR JOURNEY

THE PARROT INTERNATIONAL PRESENCE

THE PARROT
BANGKOK



VIENNA
Not Another
Concept Store
2019

BERLIN
Premium
2019

TOKYO
Fashion World
2019

HONG KONG
HKTDC
2019

SINGAPORE
Boutiques
2025

SHANGHAI
Ontimeshow
2025

PARIS
TRANOÏ
Runway
2026

THE PARROT JOURNEY

THE PARROT
BANGKOK



BANGKOK



RETAIL EXPANSION



CHINA



INTERNATIONAL
SHOWS



TOKYO



RUNWAY



SHANGHAI



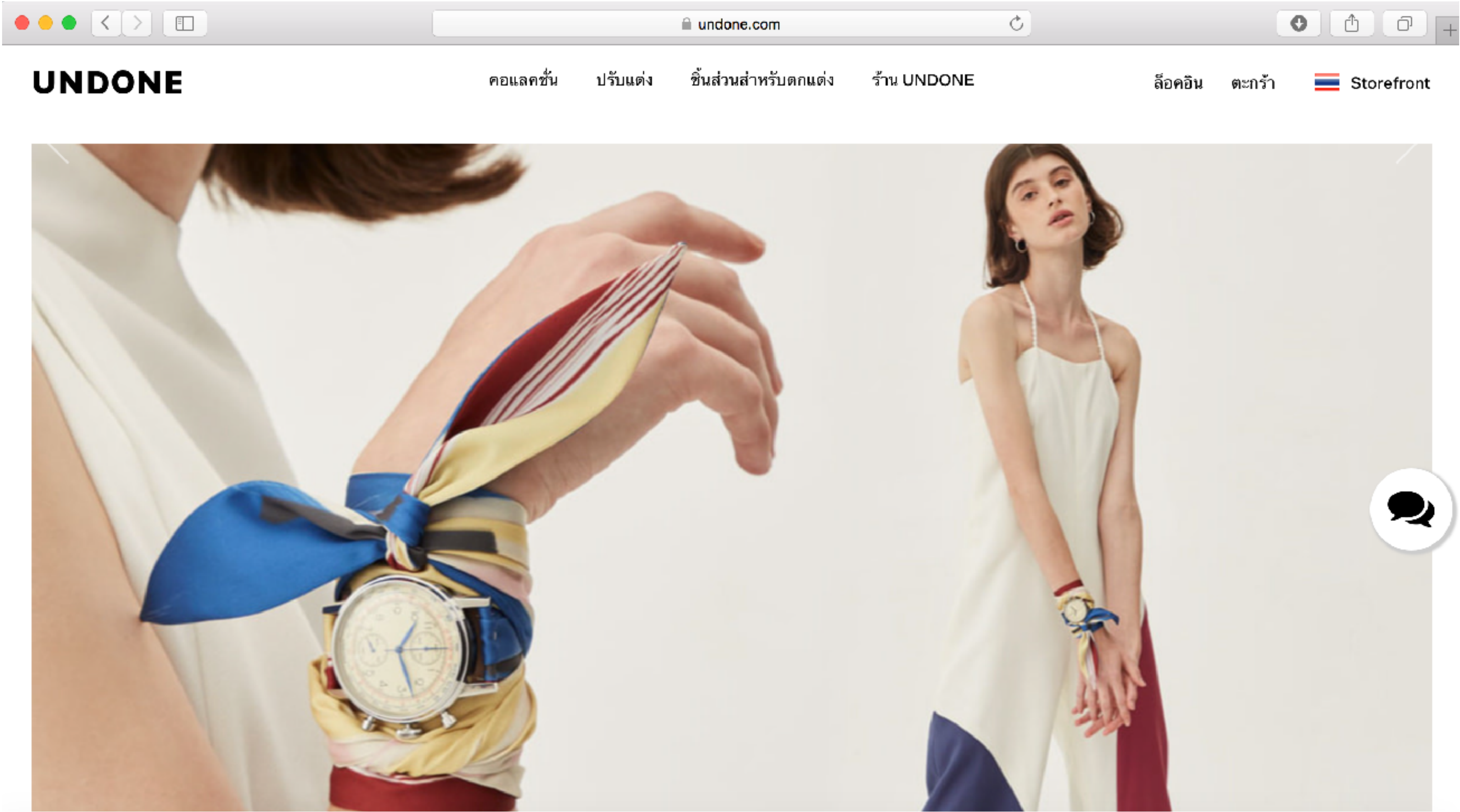
PARIS

T H E P A R R O T
B A N G K O K

COLLABORATIONS

THE PARROT COLLABORATION

THE PARROT
BANGKOK



UNDONE
(HONGKONG)

THE PARROT COLLABORATION

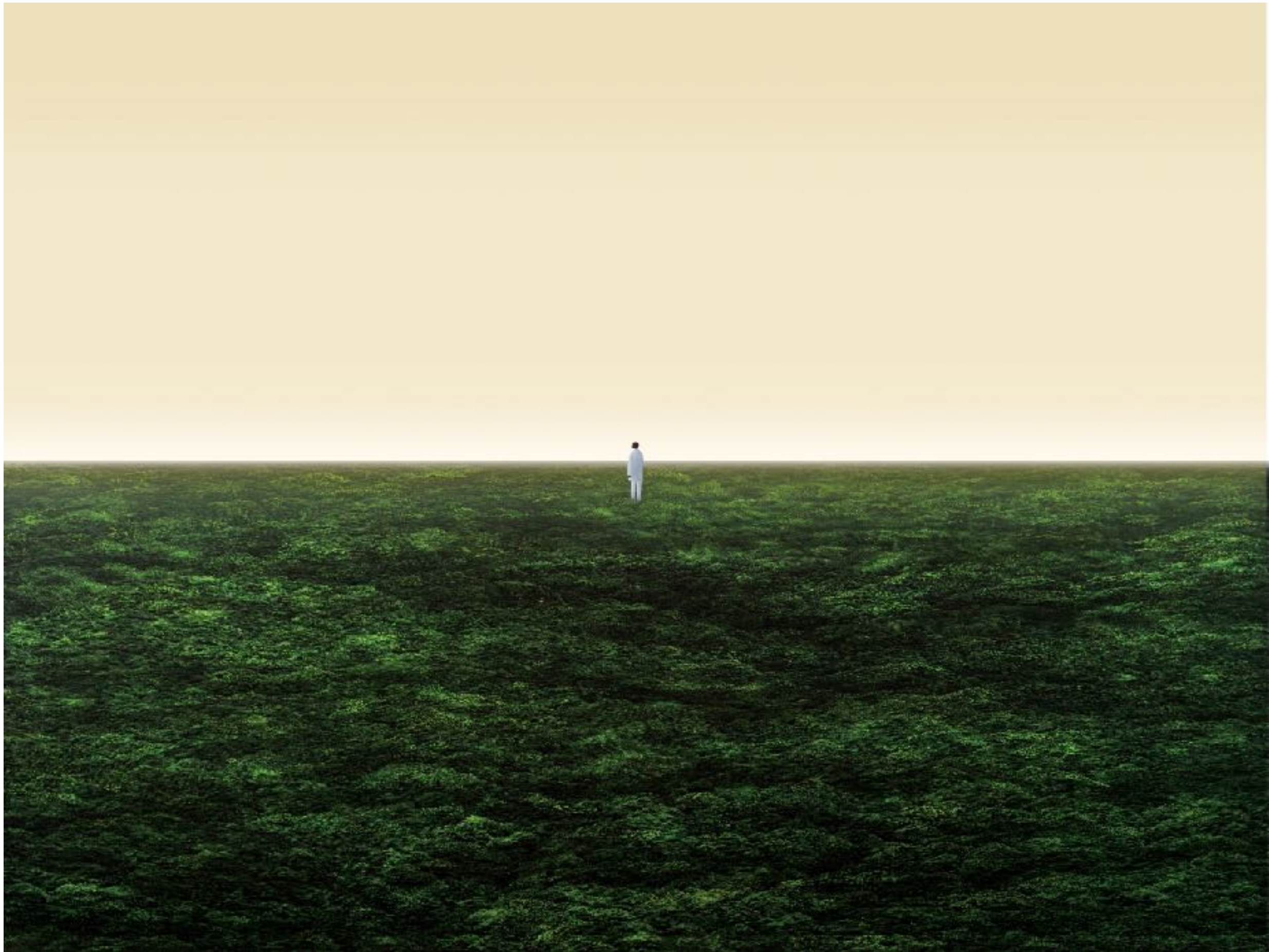
THE PARROT
BANGKOK



INNISFREE
(KOREA)

THE PARROT COLLABORATION

THE PARROT
BANGKOK



SUNTUR
(ARTIST)



THE PARROT COLLABORATION

THE PARROT
BANGKOK



COLLABORATION WITH A CONCEPT STORE IN SHENZHEN
(CHINA)

THE PARROT COLLABORATION

EMIE
(F&B)

THE PARROT × EMIE
A creative showcase where fashion meets lifestyle, art and F&B —
extending The Parrot’s artistic expression beyond clothing into experiences
that connect with people.



T H E P A R R O T

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MOMENTS



THE PARROT MOMENTS



THE PARROT
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THE PARROT FASHION SHOW F/W25



THE PARROT MOMENTS



THE PARROT
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THE PARROT FASHION SHOW IN CHINA

THE PARROT MOMENTS



THE PARROT
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THE PARROT FASHION SHOW F/W23

THE PARROT MOMENTS



Hong Kong Fashion Week : Got interview for HKTDC Newspaper and TV program for one of the most interesting brand

THE PARROT MOMENTS

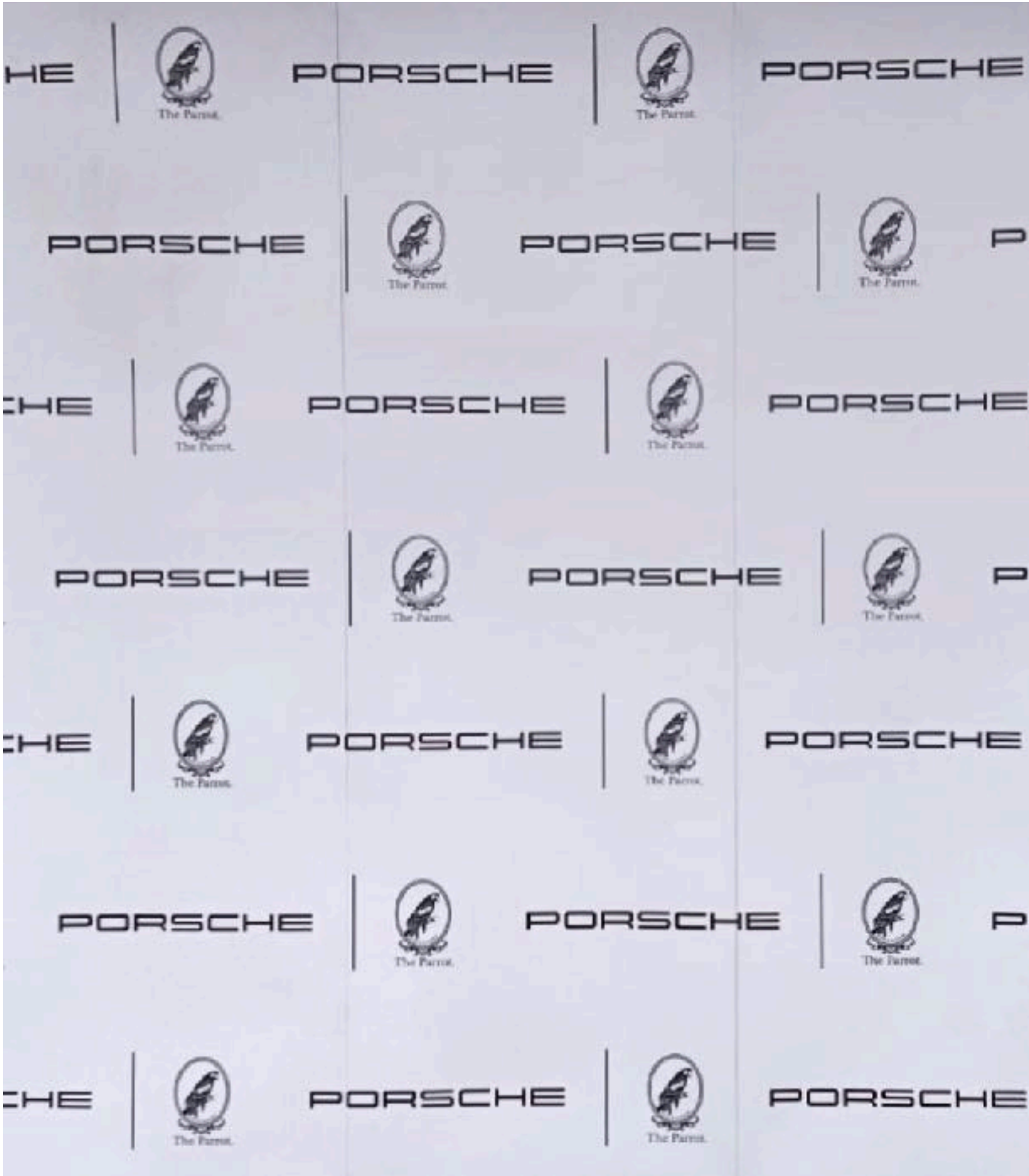


THE PARROT
BANGKOK

Winning TDA Design contest 2018 and got a sponsorship for PREMIUM Berlin Fair

THE PARROT MOMENTS

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BANGKOK



THE PARROT FASHION SHOW F/W19 IN COLLABORATION WITH PORSCHE THAILAND

THE PARROT MOMENTS

THE PARROT
BANGKOK



Other showcases: Tokyo, Berlin, Shanghai

THE PARROT IN PRESS



THE PARROT
BANGKOK



THE PARROT IN PRESS



THE PARROT
BANGKOK

THE PARROT CAMPAIGN — ONE FOR ALL



THE PARROT
BANGKOK

THE PARROT CAMPAIGN — ONE FOR ALL

THE PARROT
BANGKOK





THE PARROT FLAGSHIP

THE PARROT
BANGKOK



THE PARROT STORE

THE PARROT.



THE PARROT.

THE PARROT
BANGKOK

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ICONS / PERMANENT

EXAMPLE



T H E P A R R O T
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THE PARROT.





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Discover our latest collection and wholesale information and Lookbook.

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THANK YOU



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