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Iconic Thai Brands Anantara and Jim Thompson Launch Limited-Edition Silk Resort-Wear Collection the ‘Soul of Siam’



Anantara Hotels & Resorts and Thai heritage silk house Jim Thompson have launched the ‘Soul of Siam’, a limited-edition silk resort-wear collection available from 1st September 2026 across all Anantara properties in Thailand.

The collection extends a partnership that already runs through Anantara's interiors. The Jim Thompson Explorer Suite at Anantara Siam Bangkok Hotel and the designer villa at Anantara Mai Khao Phuket Villas both carry the fashion house's signature silk weaves and motifs drawn from Thai craft traditions. The ‘Soul of Siam’ moves the collaboration from interiors into pieces guests can take home.

Jim Thompson, an American architect turned entrepreneur, founded the Thai Silk Company in 1951, helping to revitalise Thailand's silk industry and bring Thai silk to international recognition. The costumes for *The King and I* were among the international commissions that carried the work onto the world stage. Thompson disappeared without explanation in Malaysia's Cameron Highlands in 1967, a mystery that remains unsolved. The company now trades in more than 60 countries and holds its heritage at the Jim Thompson House in Bangkok, a complex of six traditional teak houses that doubles as a museum for his art collection.

The nine-piece collection includes a wrap kaftan, a silk scarf, a silk pocket square, a Capri beach bag, an origami elephant cap and a vanity travel pouch, plus a laptop case in two designs: the collection's signature Soul of Siam print and a deep navy. Every piece is cut from traditional glossy Thai silk, milled and finished using techniques Jim Thompson has championed for decades. The hand-drawn motif at the centre of the collection draws on Thai temple architecture, mythical guardian figures, rural landscapes and tropical flora.

"As Jim Thompson celebrates its 75th anniversary, this collaboration reflects our shared passion for showcasing Thailand's rich heritage through craftsmanship, design, and authentic storytelling. Having partnered with Anantara for many years on interiors, extending our collaboration into an exclusive lifestyle collection was a natural next step. Soul of Siam invites guests to take home a beautifully crafted piece that captures the spirit and timeless elegance of Thailand." explains Frank Cancelloni, Group CEO of Jim Thompson.



The campaign was shot on location at Anantara Siam Bangkok and Anantara Riverside Bangkok, fronted by Thai power couple Cindy Sirinya Bishop and Byron Bishop. Cindy, crowned Miss Thailand World in 1996, is one of Thailand's best-known faces and later hosted and judged Asia's Next Top Model. Byron, an American-born actor, model and producer based in Bangkok, has built a screen career across Thai and regional productions. Married since 2005, the couple bring homegrown glamour to a campaign that pairs Thai heritage with a contemporary point of view.

The launch lands in Anantara's 25th year. Founded in 2001, the brand has grown from a single resort in Thailand into a global portfolio, and Minor Hotels has used the milestone to highlight long-running collaborations with Thai companies, of which Jim Thompson is among the longest-standing.

"I have always believed Anantara should promote Thailand wherever it grows, and some of our strongest collaborations have been with Thai companies who share that same ethos. As Anantara turns 25 this year, our partnership with Jim Thompson is one of the clearest examples of that," concluded William E. Heinecke, Chairman and Founder of Minor International and owner of Anantara Hotels and Resorts.





About Anantara Hotels & Resorts

A luxury hospitality brand for modern travellers, Anantara Hotels & Resorts connects guests to genuine places, people and stories in some of the world's most extraordinary destinations. Each Anantara embraces the surroundings and culture of its destination, creating unforgettable memories for every guest since 2001. From city to sea and desert to jungle, Anantara delivers heartfelt, Thai-inspired hospitality at its over 50 hotels and resorts across Asia, Europe, Africa, the Middle East and the Indian Ocean.

Anantara Hotels & Resorts is a Minor Hotels brand and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Visit anantara.com for more information, and connect with Anantara on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [YouTube](#).

About Jim Thompson

No brand spells heritage like Jim Thompson, the Thai Silk Company founded in 1951 by James H.W. Thompson, an architect, art collector, socialite, and entrepreneur who is recognized as the driving force behind the revival of Thailand's silk industry. Jim Thompson's disappearance remains one of Southeast Asia's most intriguing unsolved mysteries. Today, Jim Thompson is the iconic global lifestyle brand from Thailand with a reputation for beautiful silks and "Beyond Silk".

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 67 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

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