

Soul of Siam: Anantara and Jim Thompson Expand Collaboration with Exclusive Resort-Wear Collection



September 1, 2026: [Anantara Hotels & Resorts](#) has joined forces with Thai heritage silk house [Jim Thompson](#) to launch ‘Soul of Siam’, an exclusive collection of resort wear and accessories, debuting across all Anantara properties in Thailand.

The collaboration builds on a relationship that already runs through several Anantara properties. The Jim Thompson Explorer Suite at [Anantara Siam Bangkok Hotel](#) and the designer villa at [Anantara Mai Khao Phuket Villas](#) both carry the silk house's designs, from its signature silk weaves to motifs drawn from Thai craft traditions. ‘Soul of Siam’ extends that partnership from interiors into wearable pieces guests can take home.

Jim Thompson, an American architect turned entrepreneur, founded the Thai Silk Company in 1951, helping to revitalize 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 vanity travel pouch and laptop case in two designs: the collection's signature 'Soul of Siam' print and a deep navy palette, offering a more understated interpretation of Thai elegance. Every piece is cut, milled and finished using techniques Jim Thompson has championed for decades.

The hand-drawn motif at the center of the collection draws on Thai temple architecture, mythical guardian figures, rural landscapes and tropical flora – a visual record of the cultural references that run through both brands in Thailand. Reinforcing the partnership's shared roots, the bespoke 'Soul of Siam' logo was created to reflect the Thai heritage of both brands. Its stylized letter "A" draws inspiration from the silhouette of traditional Thai temple architecture, reinterpreted as a contemporary design mark.



The imagery and video for the campaign were shot on location at Anantara Siam Bangkok and [Anantara Riverside Bangkok](#), fronted by Thai power couple Cindy Sirinya Bishop and

Byron Bishop. Cindy is one of Thailand's best-known faces, crowned Miss Thailand World in 1996 and later a host and judge on 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 a homegrown glamor to the campaign that mirrors the collection's own pairing of Thai heritage with a contemporary point of view.

The Soul of Siam collection will be available from September 1, 2026 through curated pop-up displays at all Anantara properties in Thailand, as well as at Jim Thompson stores and online channels. The collection will be available while stocks last.

Participating Anantara Properties:

- Anantara Siam Bangkok Hotel
- Anantara Riverside Bangkok Resort
- [Anantara Chiang Mai Resort](#)
- [Anantara Golden Triangle Elephant Camp & Resort](#)
- [Anantara Hua Hin Resort](#)
- [Anantara Bophut Koh Samui Resort](#)
- [Anantara Lawana Koh Samui Resort](#)
- [Anantara Rasananda Koh Phangan Villas](#)
- [Anantara Koh Yao Yai Resort & Villas](#)
- [Anantara Layan Phuket Resort](#)
- Anantara Mai Khao Phuket Villas

Further details are available at <https://www.anantara.com/en/jim-thompson>.

Participating Jim Thompson Stores:

- Jim Thompson Surawong Store
- Jim Thompson House Museum
- Jim Thompson Siam Paragon Store Jim Thompson EmQuartier Store
- Jim Thompson ICONSIAM Store
- Jim Thompson CentralWorld Store
- Jim Thompson Anantara Riverside Bangkok Resort Store

- Jim Thompson Central Embassy Store
- Jim Thompson Central Phuket Floresta Store
- Jim Thompson Central Samui Store
- Jim Thompson Samui Airport Store
- Jim Thompson Anantara Chiang Mai Resort Store
- Online: www.jimthompson.com



About Anantara Hotels & Resorts

A luxury hospitality brand for modern travelers, 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 recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 640* hotels, resorts and branded residences across 58 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 recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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**Property count includes operating properties as well as committed developments through ownership, joint ventures, signed leases and management agreements.*

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 2BPR

2BPR is a full-service boutique communications firm specializing in luxury and lifestyle clients. We combine the experience of large agency talent with the energy, personal involvement, and careful attention of a small agency.

We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

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