

FADING

COLOR

Thai Buddhists historically believed the colors they wore could bring them good or bad luck.

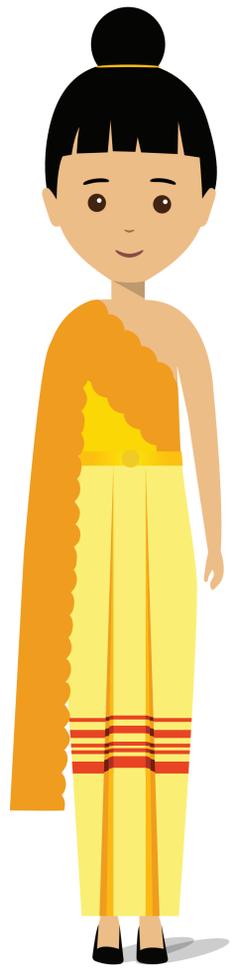


Thai Buddhists derived their beliefs about lucky colors from mythology that describes gods of each planet who have a favorite color. Each god and its color is acknowledged on a day of the week, making the color and day lucky.

TRADITION & BELIEFS



Thai Buddhists believe wearing the color of the day brings luck. They also believe every person has their own lucky color and unlucky color, corresponding to the day they were born.



COLORS

OF THE WEEK

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



MODERN-DAY BELIEFS

Younger Thais may not know the origin of beliefs about color and luck. They likely wear their lucky colors only on important occasions, like during exams or birthday celebrations.



The older generations still believe colors can please the gods and help someone earn merit to increase their chances of having a good next life.