



Wildling = Sweet Villians x 2015AW

WILDLING

2015 *PV*

SWEET VILLIANS

TAIWAN

2015 AW

“野人”

設計概念

2015秋冬產品"野人"的靈感來自於"冰與火之歌：權力遊戲"中北境外的一群自由人群落的生活態度為發想，它們群居再一起並無有任何規則性，並依照它們自己的心之所向而生存，而這樣的態度符合了本品牌的精神，我們不是個時尚追隨者，並非跟著主流趨勢前進，換個角度來說，品牌是在追尋最真實的自我，而這就是SweetVillians最本質上的理念。

"我們是自由人，我們不屈服於他人" — Mance Rayder

透過膽識、自由、正統性，以及真正的力量，以呈現本季所要表達的一種態度，而非單純的設計，並運用法國金屬皮草與蛇紋印花皮革來創造出不同的傳統風格。

“ WILDLING “

DESIGN CONCEPT

Wildling “ collection of 2015AW is inspired by a group of people who describe themselves as free folk from Game of Throne. They bind by no rule, free to do what they please under their own norm. Imagine the trendy people go wild, It concept really suit our brand that we are not fashion follower and bind by mainstream trend, we looking for something real, something that true to our self which always Sweet Villian's philosophy.

“ We, free folk, don't kneel for anyone ”—Mance Rayder .

This season convey not a design ,but attitude ,boldness and freedom, authenticity, real force that drive human action through our collection.

combined with French metallic fur ,and snake totem printing leather with traditional style.



WHITE WALKER / M1148 Col - White



Northerners / M1147 Col - Green



Rattleshirt / M1146 Col - METALICE FUR



Frozen Shore / M1145 Col - NAVY/GREY



Frozen Shore / M1145 Col - BLACK/WHITE



BLACK GHOST / M1144A Col - BLACK



GHOST / M1144 Col - DK.GREEN/BLACK



NIGHT WATCH / M1143 Col - SNAKE GREY/BLE



NIGHT WATCH / M1143 Col - DK.GREEN/BLACK



THE WALL / M1131 Col - METAILIC FUR



Mance / M1127A Col - METALICE FUR



Mance / M1127A Col - GREEN FUR



WHITE TREE / M1125 Col - METALICE FUR



WHITE TREE / M1125 Col - GREEN FUR



THE NORTH / M1122A Col - METAILC FUR



GIANTS / M1094A Col - BLACK

DESIGNER'S PROFILE



Proboon "Tonfon" Sungkasuban, born and raised in Bangkok Thailand since 1984. I get in to this arts and creative field after graduated in bachelor degree in business and found out that this isn't what I want to do for my life, so I went to take a diploma course in footwear design at London Collage of Fashion Cordwainer.

After graduated in 2009 I came to work for Sunlitor Enterprise,Ltd as a footwear designer until now. In 2011 the company has launched their own brand "Sweet Villians" which I served as a designer and creative director, responsible in design, production, image and some part in marketing.

My Design principal is simple but a bit rebel to sand a message of the wearer personality, as described in the brand, "sweet" yet "villain". I also enhance my design with traditional skill of Taiwanese shoes maker which is magnificent, in order to create a supreme beauty and quality pair of shoes.



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<http://www.pinkoi.com/store/sweetvillians>

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