



Rabbit Hole

SWEET VILLIANS

TAIWAN

2015 SS

“ 兔子洞 ”

設計概念

靈感來自TIM BURTON 所執導的愛麗絲夢遊仙境的電影中的視覺圖案藝術。

一個奇幻的旅程都在ALICE 掉落進去一個看似尋常的兔子洞之後開始，並且發生一連串超乎想像的冒險遊歷。

而其中格紋圖案，歐普藝術，條紋和花卉印花是本季設計的基本要素，透過這些圖案並運用在鞋款設計上，給於在視覺創新與融合。

“Rabbit Hole “

DESIGN CONCEPT

Inspired by graphic arts from Alice in Wonderland by Tim Burton.

A journey start after Alice went through an ordinary rabbit hole and a journey beyond any expectation begins.

Check pattern, op arts, stripes and flower printing was the basic elements in this fantasy collection.



MAGIC GARDEN / M1108E COL - Flowers

MAGIC GARDEN / M1108E COL – Checkerboard

MAGIC GARDEN / M1108E COL – OliveCell



TWEEDLEDUM / M1126A COL - Flowers

TWEEDLEDUM / M1126A COL - GreenStripe

TWEEDLEDUM / M1126A COL - TealStripe



KNAVE OF HEARTS / M1127A COL – OliveCell + Black



WONDERLAND / M1124A COL – Checkerboard

WONDERLAND / M1124A COL – OliveCell



ALICE ESCAPES / M1138 COL – Flowers + Ivory

ALICE ESCAPES / M1138 COL – OliveCell + Olive



WHITE RABBIT / M1133A COL - OliveCell + White



DOORS / M1132A COL - Checkerboard + Black



MAD HATTER / M1112 COL - FuchsiaStripe + Black

MAD HATTER / M1112 COL - GreenStripe + Green



TWEEDLEDEE / M1088B COL – YellowStripe

TWEEDLEDEE / M1088B COL – FuchsiaStripe



CATERPILLA / M1090B COL – Checkerboard + Ivory

CATERPILLA / M1090B COL – OliveCell + Brown



THE DUNGEON / M1130 COL – YellowStripe

THE DUNGEON / M1130 COL – GreenStripe



JABBERWOCKY / M1127A COL – NavyMilitary + Silver



Navy FOREST / M1096 COL – NavyMilitary



WHITE QUEEN / M1134 COL – Checkerboard + Silver

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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Sweet Villians online shop

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