



Circle



Squares

Triangle

*Sweet
Villains*

www.sweetvillains.com

SWEET VILLIANS

TAIWAN

2016 SS

“ 圓圈 , 三角形 和 方形 ”

設 計 概 念

靈感來自傳統的部落幾何的圖形相結合現代元素和色彩搭配，營造強烈的情感的趣味性和戰鬥精神的一種表達。

“ CIRCLE , TRIANGLE and SQUARE “

DESIGN CONCEPT

Inspired by tradition tribal geometric graphic combine with modern element and colors, create an expression of strong emotional of playfulness and fighting spirit.



Metro / M1152 Col - White



Metro / M1152 Col - Black



ALICE'S JOURNEY / M1139 Col - White





Ancient Greek / M1149 Col – Black + White



Ancient Greek / M1149 Col - YELLOW





Hurdle Race / M1151 Col - Black



Hurdle Race / M1151 Col - White





Light up / M1126AA Col - Multiple



Light up / M1126AA Col – Black Geometry





Northerners / M1147A Col - Multiple





Northerners / M1147A Col - Black





Math practice / M1150 Col - DK.GREY + MULTIPLE





Math practice / M1150 Col - OFFWHITE + MULTIPLE





Math Practice / M1150 Col - Purple



WHITE WALKER / M1148 Col - White

**WOMEN
ONLY**



**JE SUIS MOI/ W1049 Col - White . Yello
Khaki . Rrd**



Leather-Trimmed Geometry Print Canvas Tote Bag



**Graphic Textile mix Leather Clutch Bag Col - Geometry . Multiple
Chessboard I . Chessboard II**



**Leather ID Case Col - Burgundy . Brown
Off White . Orange . Black**

ABOUT US

Sweet Villians was founded in 2010 with the aim of pushing the traditional British shoe in an original new direction. The creative forces behind Sweet Villians are designers Alice Lin and Tonfon Sungkasuban, who met while studying at the London College of Fashion.

Why 'Sweet Villians'? Well, we're drawn to counter-intuitive combinations that open our eyes to new possibilities and perspectives, all of which is represented in our brand name. We see the idea of 'contrast' as a rich source of inspiration for our designs. More than that, we subscribe to the notion that our customers are unique individuals who, like us, like to think outside the box and avoid easy categorisation. We believe that everyone should create their own style and bravely attempt to follow it.

Sweet Villians' goal is to create shoes that leave a lasting impression on those who come into contact with them. We do that by playing with and pushing the boundaries of the art of shoemaking, using our creativity to allow a wearer to express themselves while also sharing our general approach to life.

品牌創立於2010年。

由兩位畢業於London Collage of Fashion Cordwainer 的設計師
Tonfon Sungkasuban & Alice Lin 來主導品牌的設計。

猶如Sweet Villians 這兩個字的字義, 我們利用反直覺的設計組合, 結合新的可能性和觀點, 創造“對比與反差”。希望每個人都應該創造自己的風格, 勇敢地嘗試並遵循它。Sweet Villians的設計目標與挑戰是希望製作每一雙穿出去都會讓人印象深刻的鞋子, 用“玩”設計的方式在細節上面做變化, 推動創造力.讓穿著的人可以充分地表達自己,同時也分享生活的一種態度。

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

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

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