



POIZEN

BY CHOMPHUNUCH LORJIT

Zen Simplicity
Mindful Luxury

MANIFESTO

Poizen stands as a testament to the power of restraint, merging the disciplined philosophy of Zen with the organic complexity of nature's patterns. We curate designs that transcend fleeting trends, focusing instead on the tactile interplay of raw textures and balanced silhouettes. Our commitment is to the essential stripping away the superfluous to reveal a grounded, sophisticated aesthetic that resonates with quiet authority. To wear Poizen is to embrace a narrative of mindful luxury, where every detail serves a purpose and true elegance is found in the equilibrium between the human hand and the natural world.



COSTUMER PROFILE

GENDER



Age: 24–45

Gender: Female / Male

Job Titles: Designer, Creative Professional, Art Director, Lecturer, Digital Nomad, Boutique Owner, Senior Executive

Where They Live:

Bangkok (Ari, Phrom Phong, Sathorn), Chiang Mai (Nimman), Phuket (Old Town, Chermgtalay)

Shopping Areas / Local Stores:

Pathumwan (Siam Discovery, Paragon), Silom boutiques, Thonglor concept stores, Chiang Mai One Nimman, Phuket Old Town artisan shops

Online Shopping:

Instagram boutiques, LINE Shopping, values clean visuals + strong storytelling.

INCOME (THB) 30,000 ++



Music Taste:

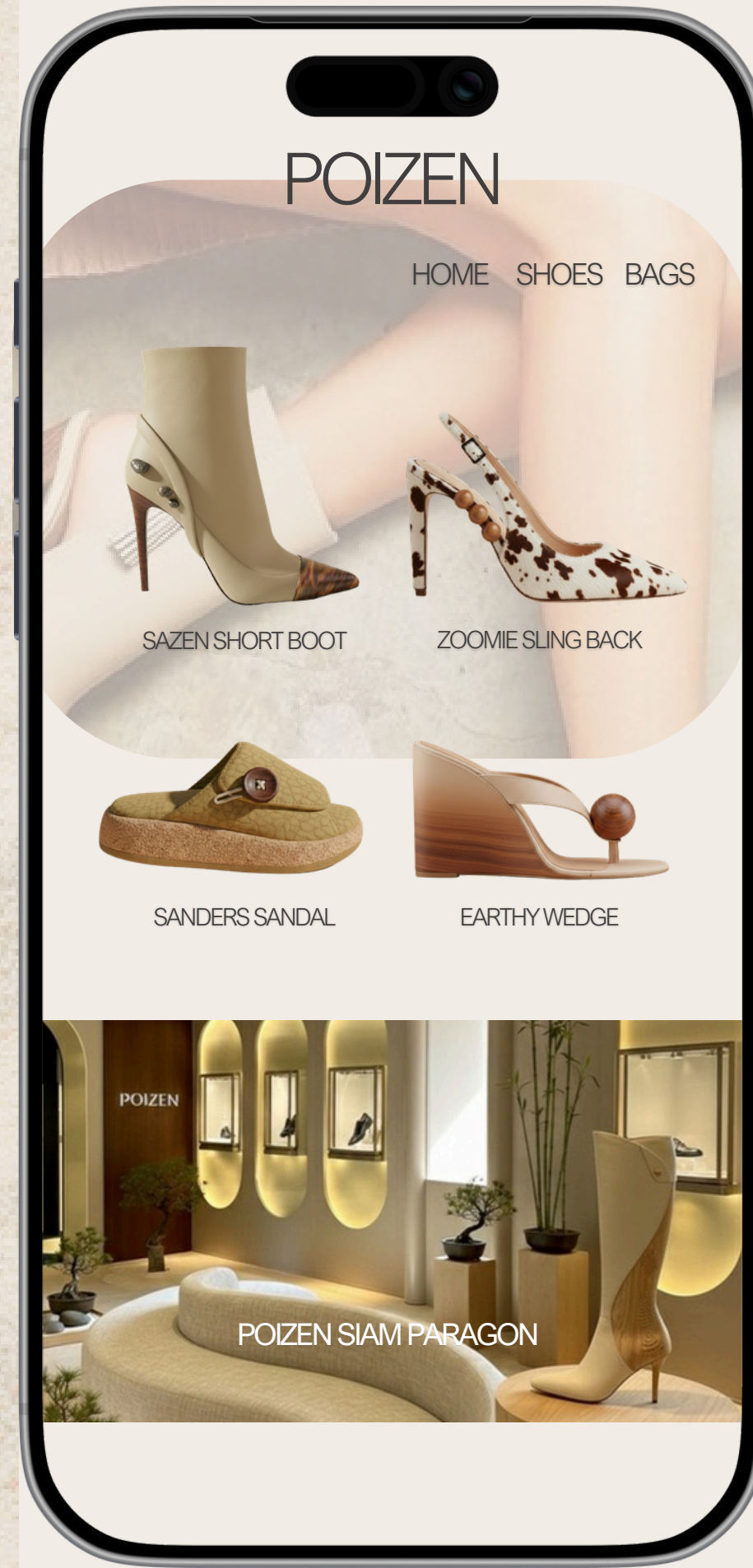
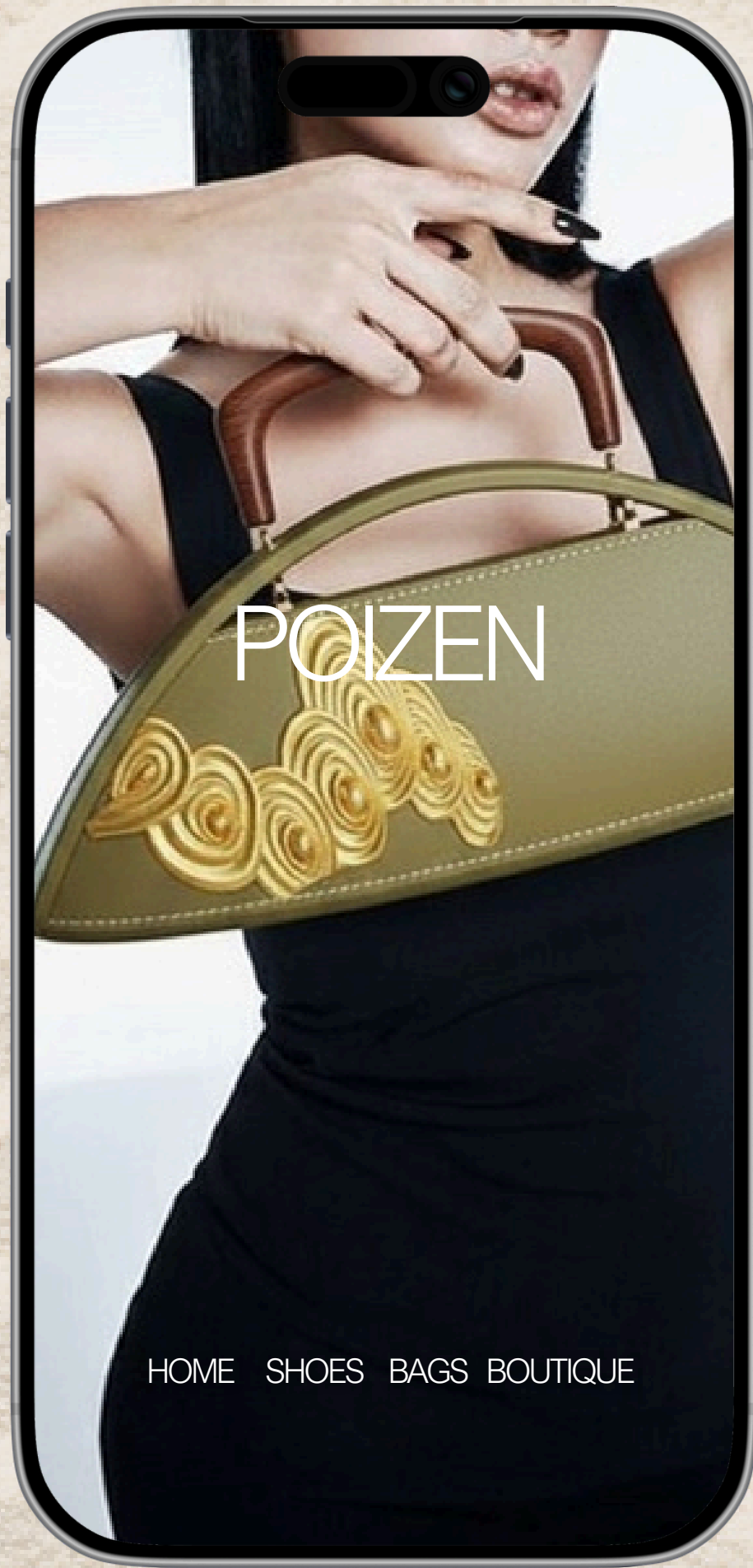
Ambient, nostalgic calm, Zen/ritual playlists.

Lifestyle & Activities:

Sazen meditation, yoga, café hopping, weekend retreats, meaningful workshops, mindful travel.

Buying Power:

Comfortable spending 9,900–16,000 THB for premium, crafted, Zen-inspired leather goods.



POIZEN OFFICIAL WEBSITE

WWW.POIZEN.COM



POIZEN
SIAM
PARAGON

THE FIRST FLAGSHIP STORE
SIMULATION



BAG CAMPAIGN



SHOES CAMPAIGN

COMPETITORS MAP

JACQUEMUS


cult gaia

POIZEN

HIGH PRICE

AFFORDABLE

SYNTHETIC/POP
/POLISHED

ORGANIC/
RAW/ZEN

OCCASION OF USE MAP

UTILITY / FUNCTIONAL

JACQUEMUS



CITY / URBAN

RESORT / NATURE

POIZEN

SCULPTURAL / STATEMENT

REAL COMPETITOR

JACQUEMUS



Jacquemus

Prices: 20,000฿ ++

REAL COMPETITOR



cult gaia



Cult Gaia

Prices: 15,000฿ ++

INSPIRED COMPETITOR



Lanvin

Prices: 30,000฿ ++

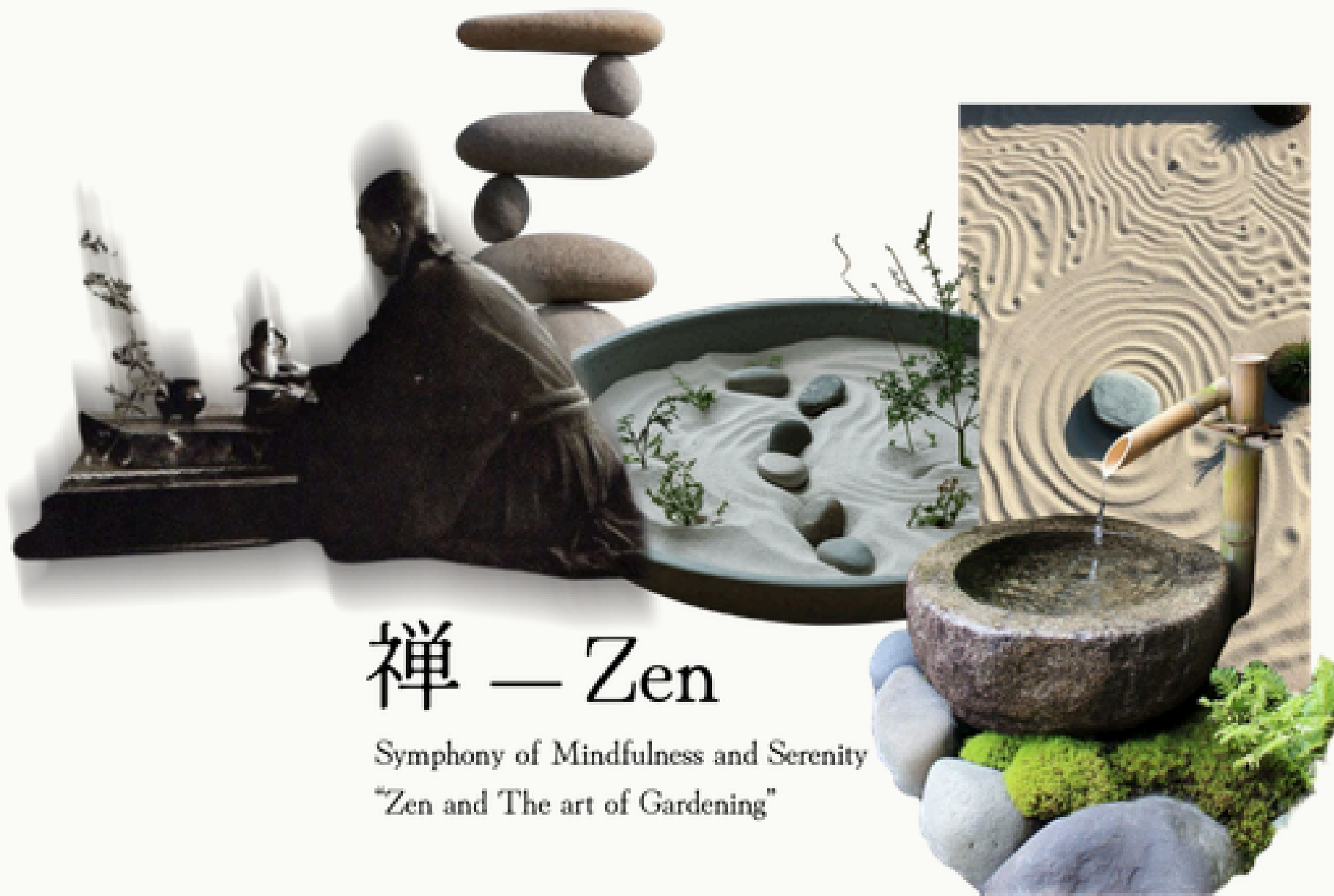
INSPIRED COMPETITOR

JWANDERSON

JW Anderson
Prices: 15,000฿ ++



SAZEN SIMPLICITY



禪 — Zen

Symphony of Mindfulness and Serenity
"Zen and The art of Gardening"

SAZEN SIMPLICITY

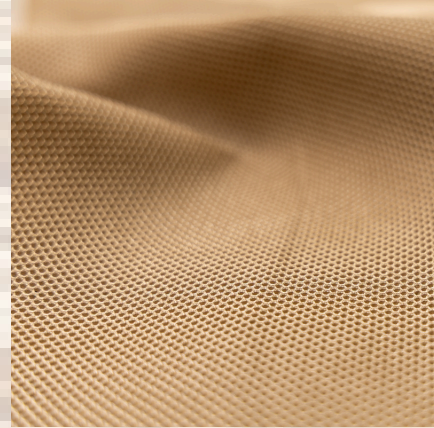
THIS DESIGN CONCEPT DRAWS FROM THE QUIET CLARITY OF ZEN SIMPLICITY, TRANSLATING ITS PHILOSOPHY INTO SHOES AND BAGS CRAFTED FROM GENUINE LEATHER PAIRED WITH NATURAL WOOD AND BAMBOO. THE PALETTE EMBRACES EARTHY, MUTED TONES THAT FEEL GROUNDED YET YOUTHFUL, BALANCING ORGANIC WARMTH WITH MODERN MINIMALISM.

EVERY CURVE, STITCH, AND STRUCTURAL LINE IS PURPOSEFUL—EFFORTLESS, UNOBTRUSIVE, AND HARMONIOUS WITH THE BODY'S MOVEMENT. BY COMBINING SOFT LEATHER TEXTURES WITH THE CLEAN STRENGTH OF NATURAL MATERIALS, THE PIECES EVOKE A SERENE ELEGANCE: LIGHT, CALM, AND TIMELESS, YET FRESH ENOUGH FOR A NEW GENERATION THAT VALUES AUTHENTICITY AND EASE.





MATERIAL



MESH FABRIC



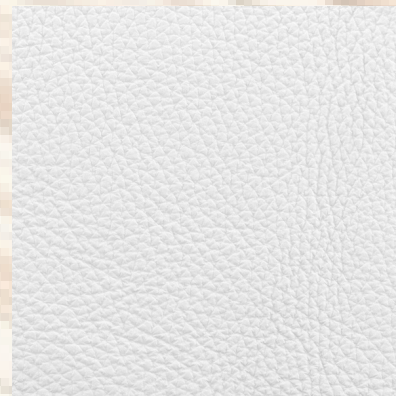
GENUINE LEATHER



PLATED GOLD HARDWARE



WOOD PUMPS AND HARDWARE



RECYCLE PLASTIC STONED



CORK



TECHNIQUE



- MERGEING
- MACRAME
- TECTURED
- PAINT
- HAND SEWING
- MACHINE SEWING
- RECYCLE STONE EMBOBOSS
- SAND TEXTURED
- PANEL SEWING



COLLECT PLAN : SHOES

ICON :1

SHORT BOOT 3

CONTEMPORARY : 4

KNEE HIGH BOOT 3 / SLING BACK 3 / SIDE BELT PUMP 3 / OPEN HEELS BOOT 3

VOLUME : 5

SLIDE ON SANDAL 3 / WEDGES SANDAL 3 / PUMP 3 / SLIP ON HEEL SANDAL 3 / HEELED MULES 3

SHOES MERCHANDISE PLAN + PRICES

TOP PRICE

ICON :1

20,000 THB

COLOURS

SHORT BOOT 3 COLOR



CONTEMPORARY : 4

MEDIUM PRICE

7,900 -18,900 THB

KNEE HIGH BOOT 3 / SLING BACK 3 / SIDE BELT PUMP 3
/ OPEN HEELS BOOT 3



VOLUME : 5

ENTRY PRICE

4,900-7,900 THB

SLIDE ON SANDAL 3 / WEDGES SANDAL 3 / PUMP 3 /
SLIP ON HEEL SANDAL 3 / HEELED MULES 3



SHORT BOOT 3



20,000 THB



FINAL CHOICE

KNEE HIGH



18,900 THB

SIDE BELT PUMPS 3



7,900 THB



OPEN TOES BOOTS 3



10,900 THB



SLING BACK 3



14,900 THB

SANDERS SANDALS



4,990 THB



WEDGES 3



5,990 THB

SLIP ON SANDALS 3



7,900 THB

ZEN CLASSIC PUMPS 3



5,900 THB



CURVY MULES 3



7,990 THB



POIZEN
MINDFUL LUXURY