



Fleeting Innocent, Bitter Aftertaste.

Wonder

Moir



Wondernoir

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“Wondernoir is a dark fantasy luxury fashion brand inspired by the surreal world of Alice in Wonderland, gothic fairytales, antique jewels, and theatrical femininity.

The brand imagines Wonderland not as a whimsical children’s story, but as a decadent hidden realm filled with temptation, obsession, mystery, and beauty.”

“Wondernoir is built around the idea that fashion can feel like an escape into another dimension. Each piece is designed as if it belongs to a forgotten kingdom hidden beneath reality: a place filled with jeweled relics, velvet darkness, distorted fairytales, royal decadence, and emotional obsession.”

LOGO



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- “Wonder” represents fantasy, curiosity, surrealism, and the dreamlike magic of Alice in Wonderland. It evokes childlike fascination, hidden worlds, enchantment, jewels, and the feeling of falling into another reality.
- “Noir” introduces darkness, mystery, seduction, and sophistication. It transforms the fantasy into something mature, luxurious, gothic, and emotionally complex rather than innocent.

Wondernoir was chosen because the name captures the exact emotional contradiction at the center of the brand: beauty that feels magical yet unsettling.


“A dark wonderland, Beauty with danger hidden underneath, Fantasy reimaged through shadow and luxury.”



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“Wondernoir’s target customer is someone who treats fashion as emotional expression and fantasy, not just utility. The brand appeals to people who are drawn to dramatic aesthetics, storytelling, and collectible statement pieces rather than minimalist everyday luxury.”

“Wondernoir’s target group would mainly consist of upper-middle-class and fashion-conscious consumers with disposable income dedicated toward aesthetics, luxury experiences, and self-expression. In Thailand, the core audience would likely earn around ฿25,000–฿120,000+ per month, depending on lifestyle and age group. This includes university students from wealthier backgrounds, young creative professionals, beauty and fashion influencers, designers, artists, stylists, and consumers working in media, entertainment, or digital industries.”



“The brand mainly appeals to Gen Z and younger Millennials who are highly connected to visual culture through platforms like Instagram, TikTok, and Pinterest. They are interested in gothic romance, surrealism, dark femininity, vintage glamour, and fantasy-inspired styling. They romanticize beauty, mystery, and emotional intensity, often treating fashion as a way to embody a character or alternate version of themselves.

A Wondernoir customer is likely fascinated by things such as antique jewelry, dark fairytales, cinematic fashion editorials, Tim Burton-esque imagery, Alice in Wonderland symbolism, ornate embellishments, and maximalist styling. They appreciate objects that feel handcrafted, symbolic, and emotionally meaningful. Rather than buying accessories simply to match an outfit, they want pieces that feel rare, magical, and deeply tied to a fantasy universe.”

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“Wondernoir’s primary selling channel should be direct-to-consumer online luxury retail.

The strongest platforms would include:

- Official Website
- Instagram Shop
- TikTok Shop
- Fashion Marketplaces

The target audience discovers fashion emotionally and visually.

Pop-up experiences would also be very important for Wondernoir. Temporary physical spaces could appear in:

- Fashion Events
- Luxury Markets
- Art Fairs
- Concept Stores
- Designer Festivals

These spaces should feel theatrical and immersive, almost like entering a scene from a dark fantasy story.”

“Wondernoir will position itself within the premium independent luxury category.

The pricing should reflect:

- Handcrafted Appearance
- Artistic Design
- Limited Production
- Fantasy Storytelling
- Collectible Value
- Strong Visual Identity

The brand will avoid pricing too low because low pricing weakens the perception of exclusivity and fantasy luxury.”

Statement Bag : ฿8,000–฿15,000

Limited collector bags : ฿18,000–฿30,000+

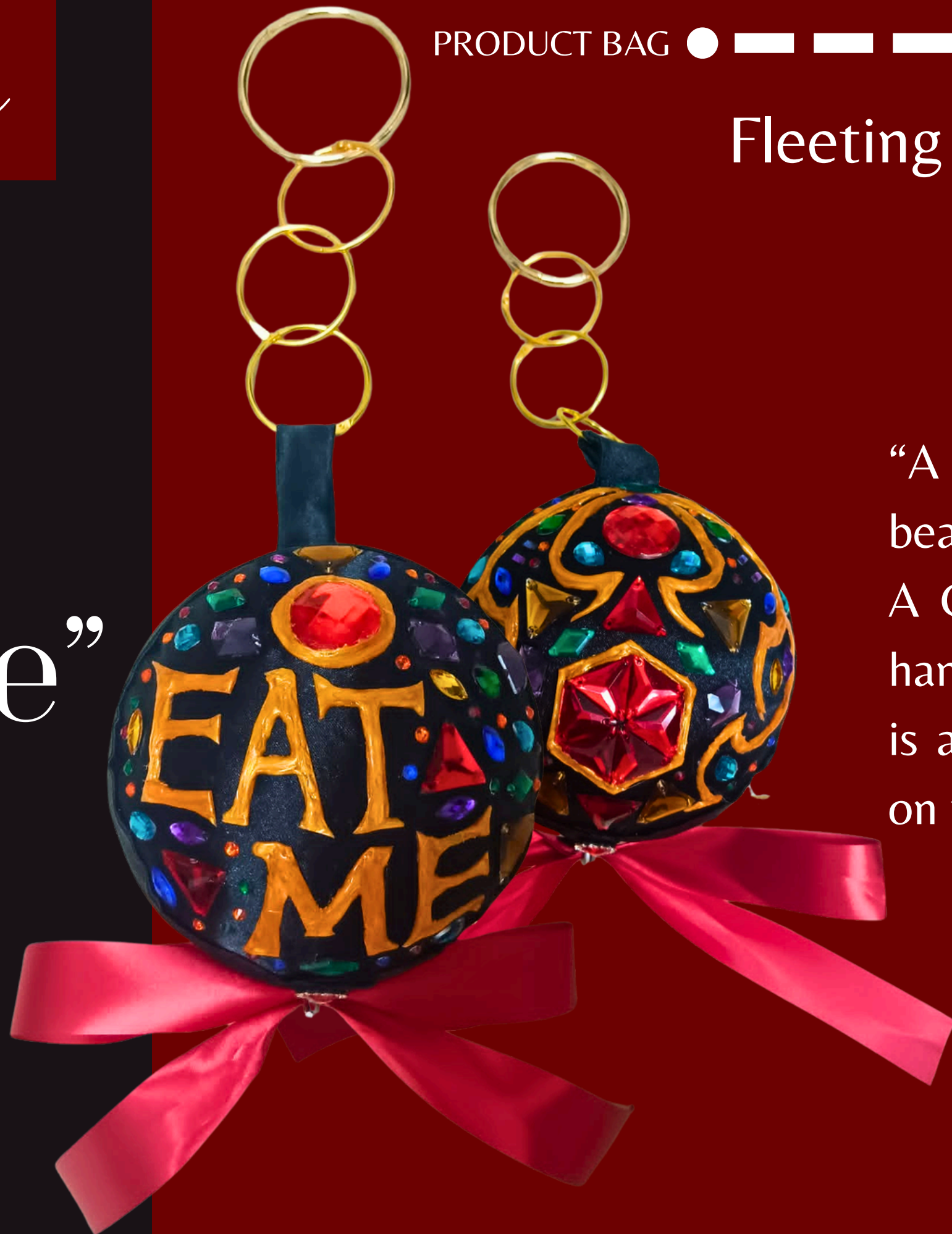
Couture fantasy pieces : ฿35,000+

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“eat me”

“A circular fantasy-inspired statement bag featuring ornate jewel embellishments, oversized ribbon detailing, gold decorative embroidery, and surreal “EAT ME” typography. The bag is designed to resemble an enchanted relic or ceremonial treasure object from a gothic Wonderland universe.”



PRODUCT BAG ● — — — — —

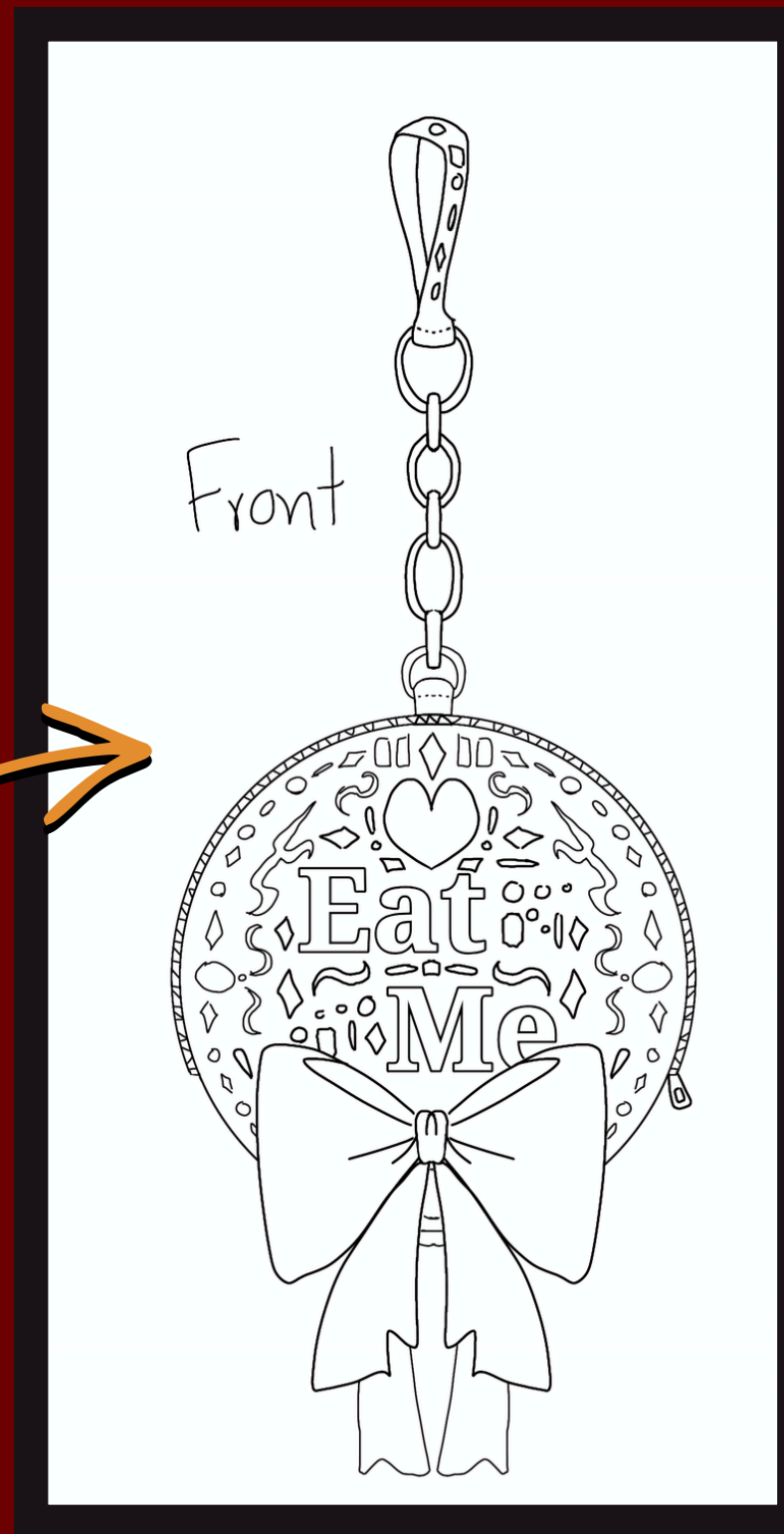
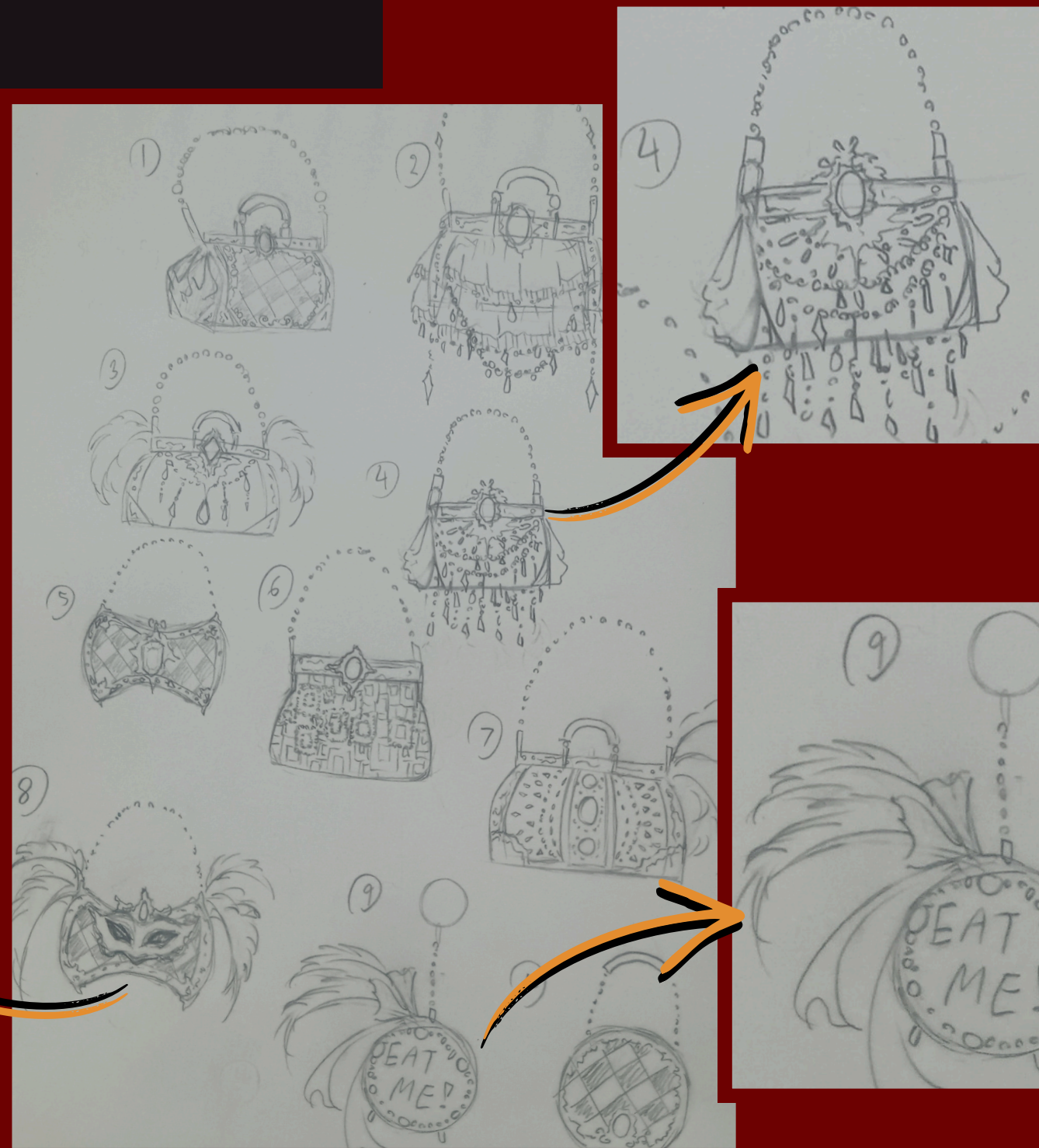
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“A circular ball shaped bag decorated beautifully with gems and gold accents. A Circular hoops for either carrying to hanging from the user’s wrist. The bag is accessible by simply using the zipper on the top that stretched to the sides.”

Product Category :
Statement Fashion Bag / Collectible Fantasy Accessory
Collection Theme :
Dark Fantasy Luxury — Alice in Wonderland Inspired

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MATERIALS

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- Foam Stabilizer
- Clear Figure Display Ball
- Metal Wire
- Red Velvet Fabric (Inner Placeholder)
- Suede Leather 50% (Intended Inner)
- Black Crepe Fabric (Outer Placeholder)
- Patent Leather 50% (Intended Outer)
- Gems, Rhinestones.
- Ribbon
- Gold Hot Glue Sticks
- Zipper
- Golden Hoops



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USER | STYLING ●

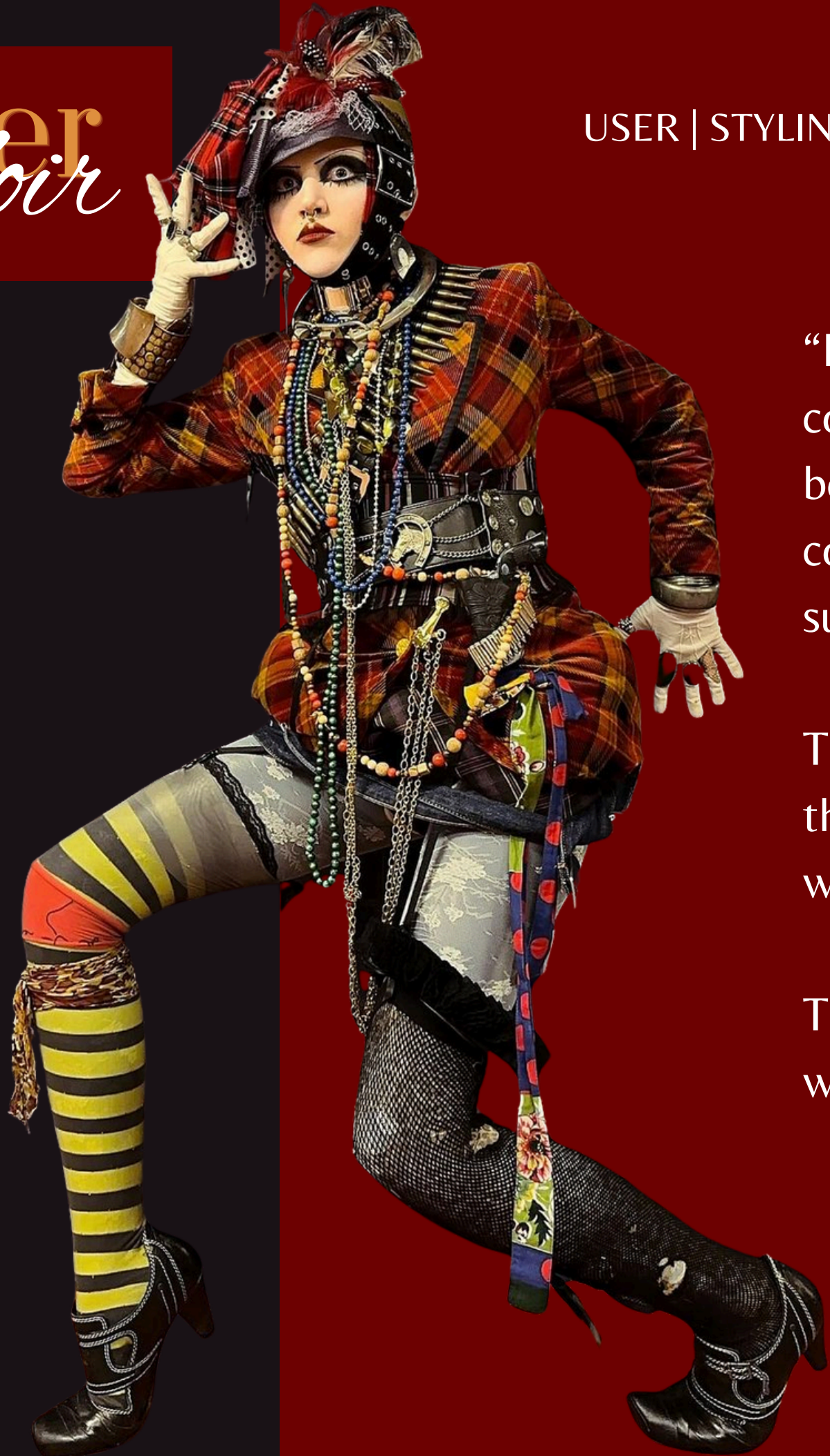
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“For this bag, it is more suitable to wear outfits that are both colorful yet dark at the same time. The dark to match the dark body of the bag, and the colorful theme to match the various colors of gems and rhinestones that decorated the bag’s surface.

The alternative is to wear a statement top that goes well with the bag and a plain bottoms, this is so that the bag stands out when the bag is held or hang from the user’s wrist.

This bag could also work well as a costume piece for user who wants to cosplay, dress up, or attend galas etc.”

“Every jewel hides a secret. Every dream hides a shadow.”



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FINAL PRODUCT



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PHOTOSHOOT ● — — — — —

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Freeeya
Anongporn Assawaphoom



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Anongporn Assawaphoom

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VIDEO ●

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“A brief introduction video in english for a mock up bag made to participate in a competition.”

Anongporn Assawaphoom (Freeya)
Bangkok University : Fashion Design





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you