

# LOOKBOOK

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# ~~OUR STORY~~

## ~~THE THREE MONKEYS, MINDSET & WELLBEING~~

OUR MISSION WAS TO CREATE A BRAND THAT SPOKE A MESSAGE TO OUR SURROUNDING COMMUNITIES AND HAVE A POSITIVE IMPACT ON THE WORLD. TAKING PHILOSOPHY FROM THE ANCIENT JAPANESE PROVERB 'MIZARU KIKAZARU IWAZARU' (THE THREE MONKEYS) TRANSLATING TO HEAR NO EVIL, SPEAK NO EVIL, SEE NO EVIL. WE BLENDED THIS IDEOLOGY WITH ORGANIC FABRICS, DETAILED EMBROIDERIES AND EYE-CATCHING PRINT DESIGNS TO CREATE OUR LUXURY STREET WEAR BRAND NO EVIL.

# ~~THE VISION~~

## ~~SHARE POSITIVITY THROUGH FASHION~~

OUR DREAM IS TO IMPACT THE WORLD AND OUR SURROUNDINGS  
WITH POSITIVE REMINDERS TO PEOPLE WHO SEE OUR DESIGNS.

WE WANT TO CARRY THE MEANING OF THE JAPANESE PROVERB  
INTO TODAYS WORLD AND SHOWCASE THIS TO THE ENVIROMENT  
OF THE WEARERS OF OUR BRAND.

IN TODAYS WORLD MENTAL HEALTH IS ONE OF THE MAIN  
CONCERNS AND WE ENVISAGE SUBTLY ENCOURAGING PEOPLE TO  
STAY POSITIVE AND DO MORE GOOD.



見る, 聞かざる, 訪ざる

SEE NO EVIL  
HEAR NO EVIL  
SPEAK NO EVIL  
**~~WEAR NO EVIL~~**





# ~~MATERIALS~~

## ~~ORGANIC, SUSTAINABLE, LONG-LASTING, HEAVYWEIGHT~~

WE WERE FED UP OF CLOTHES THAT YOU WASH TWICE AND LOOK RUINED. WE BELIEVE THROWAWAY FASHION SHOULD BE A THING OF THE PAST.

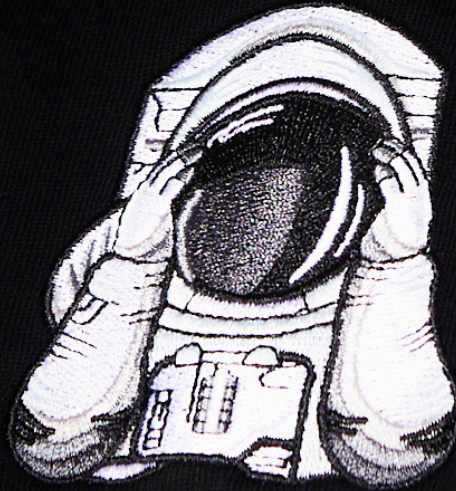
WE CAREFULLY SELECTED OUR 100% ORGANIC COTTON FABRICS, WHICH BOASTS THE ADVANTAGES OF LONGER LASTING COLOURS, MEANING YOU GET A TOP QUALITY GARMENT WHICH LASTS.

WE HAVE TEST WASHED OUR ITEMS AND THEY COMFORTABLY LAST 30 WASHES WITH NO SIGNS OF WEAR\*.

\*FOLLOWING CARE LABEL INSTRUCTIONS







# ~~EMBROIDERY~~

~~ORIGINAL, ILLUSTRATED,  
DETAILED, LUXURY~~

EMBROIDERY IS SOMETHING THAT WE WANT TO INCLUDE AS  
ASTHETICALLY THE DETAIL IS INTRICATE AND INTERESTING. IT DELIVERS  
SOMETHING THAT SIMPLE PRINT DOES NOT.

TIMELESS EMBLEMS THAT ARE BOTH EYE-CATCHING AND A SIGN  
OF LUXURY.

# ~~HARDWARE~~

## ~~BESPOKE, BRANDED, METAL, QUALITY~~

WE ARE ALL ABOUT THE DETAILS. WHEN WE BUY CLOTHES IT'S THE DETAILS THAT MAKE THE DIFFERENCE. WE DESIGNED AND MANUFACTURED CUSTOM METAL STRING CAPS TO DELIVER AN EXTRA LEVEL OF ELEVATION TO OUR PRODUCTS.

ADDING ANOTHER POINT OF INTEREST, AND A SIGN TO SHOW THOUGHT AND CARE HAS GONE INTO THE DESIGN PROCESS TO DELIVER A QUALITY PRODUCT TO THE CUSTOMER.





# ~~PRINTS~~

~~BOLD, POSITIVE,~~  
~~MINDFUL, EYE-CATCHING~~

OUR MAIN GOAL WITH THIS COLLECTION WAS TO CREATE DESIGNS THAT BOTH GRAB ATTENTION BUT ALSO SHARE OUR MESSAGE.

WE HAVE COMBINED OUR SIGNATURE ILLUSTRATIONS WITH BRANDING AND QUOTES TO CREATE A UNIQUE COLLECTION FOR 2023.



NOEVIL

무엇을 믿어야 할 것인가?  
NOEVIL





# T-SHIRTS





# HOODIES







見ざる, 言ざる

DEVIL  
THE WHITE HOUSE



SET SESSIONS

東京の音楽文化を  
世界に発信する  
DJ TETSU

Pioneer

Pioneer DJ



SEVIL  
見える聞かせる言わせる

SEVIL  
2018



# ~~CONTACT~~



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