



SO MUAN

FULL COLLECTION

LOOKBOOK 2026

8 ORIGINAL ARTWORKS / 8 APPROVED SCENES / 32 ISOLATED PRODUCT CONCEPTS



ORIGINAL-SCENES CATALOG BOARD ONLY MOCKUPS ARE NOT FINAL PRODUCTION PHOTOGRAPHY

SO MUAN • BANGKOK ORIGINALS

ONE ARTWORK. FOUR WAYS TO OWN IT.

Every artwork becomes a product universe. Each product is now shown separately so no visual implies an inaccurate relative size.

TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

MAG

MAGSAFE GRIP

ROUND PHONE GRIP / ACCESSORY

STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

THE FIRST EIGHT

01

SO MUAN FESTIVAL

THE MAIN EVENT

02

BANGKOK RIDE

CITY IN MOTION

03

FOODLAND

SNACK BREAK

04

MUAN PLAYGROUND

PLAY ALL DAY

05

LUCKY CAT

CALL IN THE GOOD STUFF

06

RAHU

BITE THE BAD LUCK

07

TIGER POWER

POWER MODE

08

SO MUAN CREW

MOVE AS A PACK

CATALOG STATUS

8 APPROVED ORIGINAL SCENES / 32 ISOLATED PRODUCT PAGES / SIZE, PRICE AND STOCK TO CONFIRM



01 / THE MAIN EVENT

SO MUAN FESTIVAL

A lively collision of Bangkok characters, movement and everyday chaos - the central chapter of the So Muan universe.



SO MUAN · BANGKOK ORIGINALS

ORIGINAL SCENE / SOURCE ARTWORK LOCKED

SO MUAN FESTIVAL

ONE PRODUCT / ONE SCALE CONTEXT



FST-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

SO MUAN FESTIVAL

ONE PRODUCT / ONE SCALE CONTEXT



FST-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

SO MUAN FESTIVAL

ONE PRODUCT / ONE SCALE CONTEXT



FST-MAG

MAGSAFE GRIP

ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

SO MUAN FESTIVAL

ONE PRODUCT / ONE SCALE CONTEXT



FST-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS
FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



02 / CITY IN MOTION

BANGKOK RIDE

A yellow city ride carries the crew through traffic, strange encounters and the good kind of disorder.



SO MUAN · BANGKOK ORIGINALS

ORIGINAL SCENE / SOURCE ARTWORK LOCKED

BANGKOK RIDE

ONE PRODUCT / ONE SCALE CONTEXT



BKK-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

BANGKOK RIDE

ONE PRODUCT / ONE SCALE CONTEXT



BKK-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

BANGKOK RIDE

ONE PRODUCT / ONE SCALE CONTEXT

**BKK-MAG**

MAGSAFE GRIP

ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

BANGKOK RIDE

ONE PRODUCT / ONE SCALE CONTEXT



BKK-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



03 / SNACK BREAK

FOODLAND

Street-food energy, a hot-dog character and one gloriously relaxed dog. Bangkok appetite, So Muan attitude.

SO MUAN • BANGKOK ORIGINALS

ORIGINAL SCENE / SOURCE ARTWORK LOCKED

FOODLAND

ONE PRODUCT / ONE SCALE CONTEXT



FDL-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

FOODLAND

ONE PRODUCT / ONE SCALE CONTEXT



FDL-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

FOODLAND

ONE PRODUCT / ONE SCALE CONTEXT



FDL-MAG

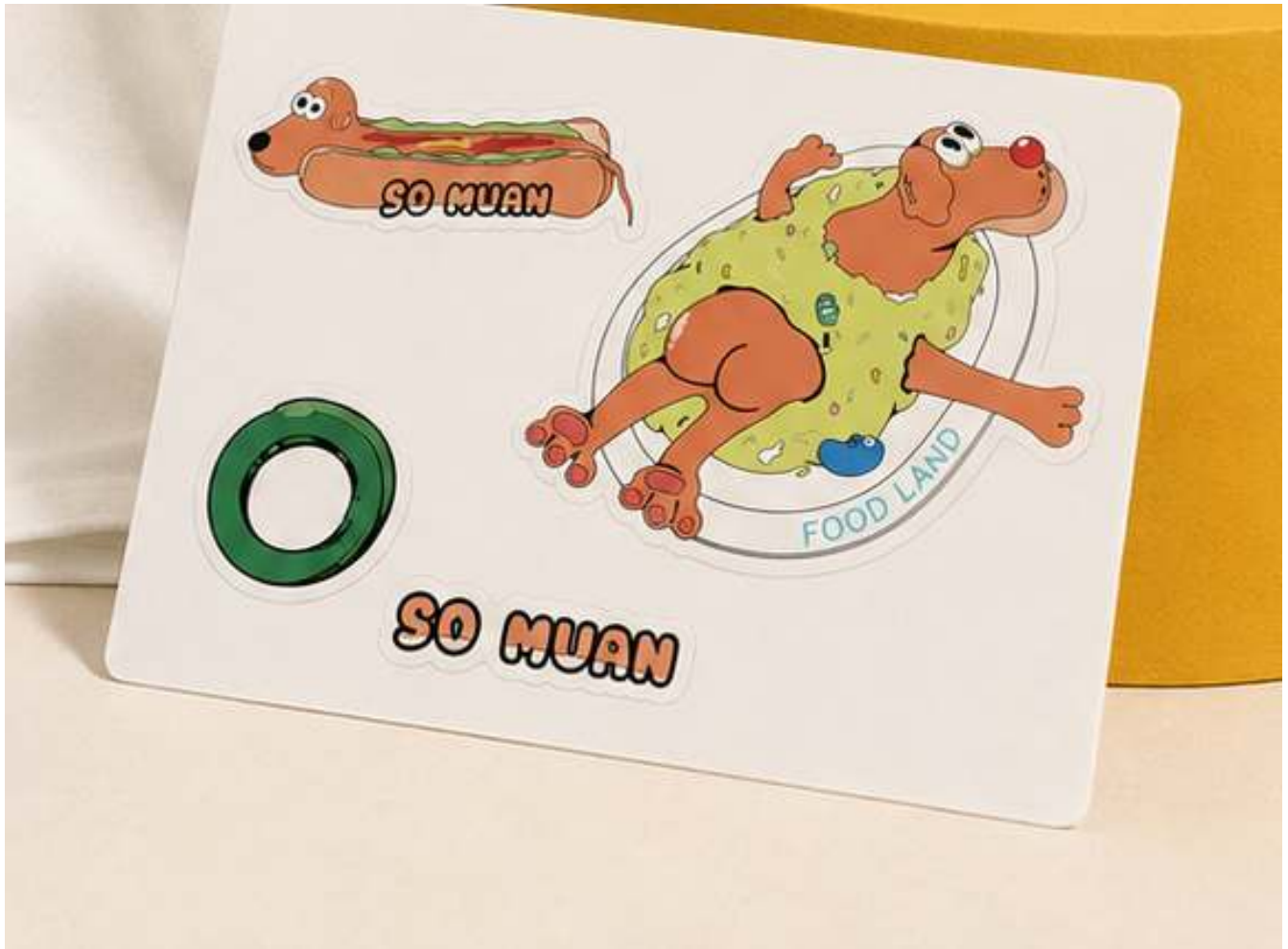
MAGSAFE GRIP
ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS
FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

FOODLAND

ONE PRODUCT / ONE SCALE CONTEXT



FDL-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



04 / PLAY ALL DAY

MUAN PLAYGROUND

Dogs take over the playground. A loose, cheerful collection built around movement, play and zero seriousness.

MUAN PLAYGROUND

ONE PRODUCT / ONE SCALE CONTEXT



PLY-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

MUAN PLAYGROUND

ONE PRODUCT / ONE SCALE CONTEXT



PLY-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

MUAN PLAYGROUND

ONE PRODUCT / ONE SCALE CONTEXT



PLY-MAG

MAGSAFE GRIP

ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

MUAN PLAYGROUND

ONE PRODUCT / ONE SCALE CONTEXT



PLY-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



05 / CALL IN THE GOOD STUFF

LUCKY CAT

A blue lucky cat surrounded by hand-drawn charms. Bold on black, playful in spirit and just superstitious enough.

SO MUAN · BANGKOK ORIGINALS

ORIGINAL SCENE / SOURCE ARTWORK LOCKED

LUCKY CAT

ONE PRODUCT / ONE SCALE CONTEXT



LCK-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

LUCKY CAT

ONE PRODUCT / ONE SCALE CONTEXT



LCK-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

LUCKY CAT

ONE PRODUCT / ONE SCALE CONTEXT



LCK-MAG

MAGSAFE GRIP
ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS
FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

LUCKY CAT

ONE PRODUCT / ONE SCALE CONTEXT



LCK-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS
FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



06 / BITE THE BAD LUCK

RAHU

A soft pink world meets an odd little force of protection. Sweet, strange and built to become a collectible.

RAHU

ONE PRODUCT / ONE SCALE CONTEXT



RHU-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

RAHU

ONE PRODUCT / ONE SCALE CONTEXT



RHU-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

RAHU

ONE PRODUCT / ONE SCALE CONTEXT



RHU-MAG

MAGSAFE GRIP
ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS
FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

RAHU

ONE PRODUCT / ONE SCALE CONTEXT



RHU-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



07 / POWER MODE

TIGER POWER

A loud orange tiger flexes against electric lime. The most graphic, energetic chapter in the first collection.

TIGER POWER

ONE PRODUCT / ONE SCALE CONTEXT



TGR-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

TIGER POWER

ONE PRODUCT / ONE SCALE CONTEXT



TGR-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

TIGER POWER

ONE PRODUCT / ONE SCALE CONTEXT



TGR-MAG

MAGSAFE GRIP

ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

TIGER POWER

ONE PRODUCT / ONE SCALE CONTEXT



TGR-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS
FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION



08 / MOVE AS A PACK

SO MUAN CREW

Three dogs, one yellow surfboard and a simple rule: good days are better when the whole crew comes along.

SO MUAN CREW

ONE PRODUCT / ONE SCALE CONTEXT



CRW-TEE

OVERSIZED GRAPHIC TEE

FRONT + BACK ARTWORK CONCEPT

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

SO MUAN CREW

ONE PRODUCT / ONE SCALE CONTEXT



CRW-KEY

ACRYLIC KEYCHAIN

CLEAR DIE-CUT CHARM + METAL CLASP

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

SO MUAN CREW

ONE PRODUCT / ONE SCALE CONTEXT



CRW-MAG

MAGSAFE GRIP

ROUND PHONE GRIP / ACCESSORY

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

SO MUAN CREW

ONE PRODUCT / ONE SCALE CONTEXT



CRW-STK

STICKER PACK

4-PIECE DIE-CUT VINYL SET

PRICE -

ISOLATED VISUAL MOCKUP / NOT SHOWN TO SCALE AGAINST OTHER PRODUCTS

FINAL DIMENSION, MATERIAL, PRINT AREA AND HARDWARE REQUIRE PRODUCTION CONFIRMATION

COMPLETE PRODUCT INDEX

32 CONCEPT SKUS / RETAIL PRICES TO CONFIRM

TEE

OVERSIZED GRAPHIC TEE

FST-TEE

SO MUAN FESTIVAL

PRICE -

BKK-TEE

BANGKOK RIDE

PRICE -

FDL-TEE

FOODLAND

PRICE -

PLY-TEE

MUAN PLAYGROUND

PRICE -

LCK-TEE

LUCKY CAT

PRICE -

RHU-TEE

RAHU

PRICE -

TGR-TEE

TIGER POWER

PRICE -

CRW-TEE

SO MUAN CREW

PRICE -

KEY

ACRYLIC KEYCHAIN

FST-KEY

SO MUAN FESTIVAL

PRICE -

BKK-KEY

BANGKOK RIDE

PRICE -

FDL-KEY

FOODLAND

PRICE -

PLY-KEY

MUAN PLAYGROUND

PRICE -

LCK-KEY

LUCKY CAT

PRICE -

RHU-KEY

RAHU

PRICE -

TGR-KEY

TIGER POWER

PRICE -

CRW-KEY

SO MUAN CREW

PRICE -

MAG

MAGSAFE GRIP

FST-MAG

SO MUAN FESTIVAL

PRICE -

BKK-MAG

BANGKOK RIDE

PRICE -

FDL-MAG

FOODLAND

PRICE -

PLY-MAG

MUAN PLAYGROUND

PRICE -

LCK-MAG

LUCKY CAT

PRICE -

RHU-MAG

RAHU

PRICE -

TGR-MAG

TIGER POWER

PRICE -

CRW-MAG

SO MUAN CREW

PRICE -

STK

STICKER PACK

FST-STK

SO MUAN FESTIVAL

PRICE -

BKK-STK

BANGKOK RIDE

PRICE -

FDL-STK

FOODLAND

PRICE -

PLY-STK

MUAN PLAYGROUND

PRICE -

LCK-STK

LUCKY CAT

PRICE -

RHU-STK

RAHU

PRICE -

TGR-STK

TIGER POWER

PRICE -

CRW-STK

SO MUAN CREW

PRICE -

READY TO TURN ART INTO GOODS.

THE VISUAL SYSTEM IS COMPLETE. THE COMMERCIAL SYSTEM COMES NEXT.

01	RETAIL PRICE + BUNDLE PRICE	TO CONFIRM
02	GARMENT SIZE + FABRIC SPEC	TO CONFIRM
03	ACRYLIC SIZE + THICKNESS	TO CONFIRM
04	MAGSAFE SIZE + MECHANISM	TO CONFIRM
05	STICKER SIZE + FINISH	TO CONFIRM
06	LAUNCH DATE + STOCK	TO CONFIRM
07	ORDER URL + CONTACT	TO CONFIRM

DOCUMENT

SO MUAN FULL COLLECTION / DRAFT 04

04 SEP 2026