



**untitlab**

untitlab™ is a creative platform dedicated to footwear and fashion accessories. With a core design concept drawn from our founder's background and sensibilities, we focus on the intermediate stages of the creative process, erasing borders and achieving an organic unity by experimenting with materials and silhouette.

untitlab™ takes its name from artists unable to give a title to their works. By providing an opportunity to showcase development, we invite the public to actively participate in establishing individual scenarios for use.

On the consumer-facing end, untitlab™ is dedicated to providing an organic and versatile usage reference through design practice.

untitlab™ 是专注于鞋履及时尚配饰设计的创造性工作平台。在自发性创作过程中,设计师的原生生长环境决定了 untitlab™ 始终贯穿的设计概念:关注创作的中间进程,通过材料实验和造型语言将边界消解并达到有机的统一。在当下时装语境和既有消费选择中提出新的可能性。

untitlab™ 命名来源于艺术创作中作者对于无法定义标题作品的行为。在作品中提出一种开放式的呈现可能,于受众是一个主动参与和自发建立个人使用场景的邀请。

在消费面貌中, untitlab™ 致力于通过设计实践提供有机和通用的使用参考。





**HUGO BOSS SS19**

untitlab™ was founded by footwear designer Sans in collaboration with art director Tian Cai and CEO Justin Zen. Sans has worked on footwear design and development with several brands, including Hugo Boss, Sandro Paris, Adidas (Design Academy 2018), Rombaut, Both Paris and ANGEL CHEN.



Tian Cai, engaged in art direction and visual arts. Working experiences cover art galleries, fashion and graphic design.

**ANGEL CHEN SS19**

untitlab™ has released its first Autumn/Winter collection on March 2019. And launched a series of collections in Shanghai Fashion Week, London Fashion Week and Pitti Uomo Guest Nation China.



**BOTH PARIS SS19**



**ROMBAUT AW18/SS18**

untitlab™ 是由鞋履设计师 Sans 发起，并与艺术指导田才和首席执行官 Justin Zen 协同创立。设计师 Sans 曾参与 HUGO BOSS, Sandro Paris, Adidas (Design Academy 2018), Rombaut, Both Paris 及 ANGEL CHEN 等品牌的鞋履设计及开发工作。

田才，从事艺术指导工作和独立艺术创作。工作经验涵盖美术馆、独立服装品牌、平面设计工作室。

untitlab™ 在 2019 年 3 月份发布首个秋冬系列，并陆续于上海时装周、伦敦时装周和 Pitti Uomo 男装周发布相关系列作品。



**ROMBAUT AW19**



**80N8 X UNTITLAB**



# November Campaign





untitled #05 Vary Sneaker(Black Belts)  
untitled #01 Reel Lace-Up Derbys(Black)





untitled #09 BDG High Heels(Black)









untitled #06 Versatile Cowboy Boots White





untitled #06 Versatile Cowboy Boots Burshed Red  
untitled #04 Reel Lace-Up Derbys Burshed Red





untitled #04 Reel Lace-Up Derbys Black Belts  
untitled #06 Versatile Cowboy Boots White





untitled #06 Versatile Cowboy Boots White





SS20



LOOKBOOK



SS20 延续边界模糊和场景转换的概念，将户外郊游的热烈情绪融入于正式的着装气氛中。极具视觉张力廓形的牛仔靴搭配标志性“VERSATILE”金属环链，将激进和精致性并行展现。基于正式着装的造型结合热烈奇异的色彩和独特审美情趣的配件，营造出城市间自由穿梭的状态和夏季野外生气活泼的面貌，提供愉悦和舒展的通用使用参考。

Extending the idea of blurring the boundary and shifting between occasions, SS20 presents the dressing formality with a dash of sensation for excursions. The visually audacious cowboy boots, accompanied by the signature “VERSATILE” metal chain, juxtapose radicality with intricacy. The formal dressing style is matched with vibrant colours and distinct accessories. It demonstrates an unrestricted movement between skyscrapers while suggesting a vivid expression exclusive for the outdoor summertime, which provides a versatile usage reference for pleasure and comfort.



untitled #05 Vary Sneakers  
untitled #06 Versatile Cowboy Boots















untitled #05 Vary Sneakers  
untitled #06 Versatile Cowboy Boots





untitled #04 Reel Lace-Up Derbys  
untitled #04 Reel Lace-Up Derbys Black Belts



untitled #04 Reel Lace-Up Derbys  
SS200401 Black Belts



untitled #04 Reel Lace-Up Derbys  
SS200402 Brushed Red



untitled #05 Vary Sneakers  
SS200501 Black Belts



untitled #05 Vary Sneakers  
SS200502 White





untitled #06 Versatile Cowboy Boots  
SS200601 Black



untitled #06 Versatile Cowboy Boots  
SS200602 Brushed Red



untitled #06 Versatile Cowboy Boots  
SS200603 White





untitled #09 BDG High Heels  
SS200901 Black



untitled #07 Bag Belts Sandals  
SS200701 Black





untitled #08 Socks  
SS200801 Versatile Black



untitled #08 Socks  
SS200802 Versatile White



untitled #08 Socks  
SS200803 Purple U Black



untitled #08 Socks  
SS200804 Purple U White



untitled #10 Jewellery  
SS201001 Versatile SUS Necklace





**AW19**

AW19 从当代场景渗透和边界模糊的概念出发，打破既有穿戴功能与造型语言的束缚，透由强烈的几何廓形鞋跟与混合拼接面料，塑造在不同身份和跨场景状态中保持灵敏和活跃的人格画像。突破职业装束和运动气氛的界线，兼具实用主义、独立气质和开放多元。

Blurring boundaries and immersed the contemporary scene, untitlab™'s AW19 collection casts off the constraints of function and contour. Its composite material and bold geometric heel create an agile, intellectual profile for diverse individuals in multiple settings. Straddling the line between formal and athletic, AW19 is practical, independent, and versatile.



untitled #01 Reel Lace-Up Derbys  
untitled #02 Vary Sneakers









untitled #02 Vary Sneakers  
untitled #01 Reel Lace-Up Derbys









untitled #03 Hitch Boots(Black)









untitled #03 Hitch Boots(Black)  
untitled #01 Reel Lace-Up Derbys





untitled #02 Vary Sneakers





untitled #03 Hitch Boots(Black)





untitled #01 Reel Lace-Up Derbys  
AW190101 Black



untitled #01 Reel Lace-Up Derbys  
AW190102 White Laces





untitled #02 Vary Sneakers  
AW190201 Black



untitled #02 Vary Sneakers  
AW190202 Grey/Acid Green



untitled #02 Vary Sneakers  
AW190203 Purple/Black





untitled #03 Hitch Boots  
AW190301 Matt Black



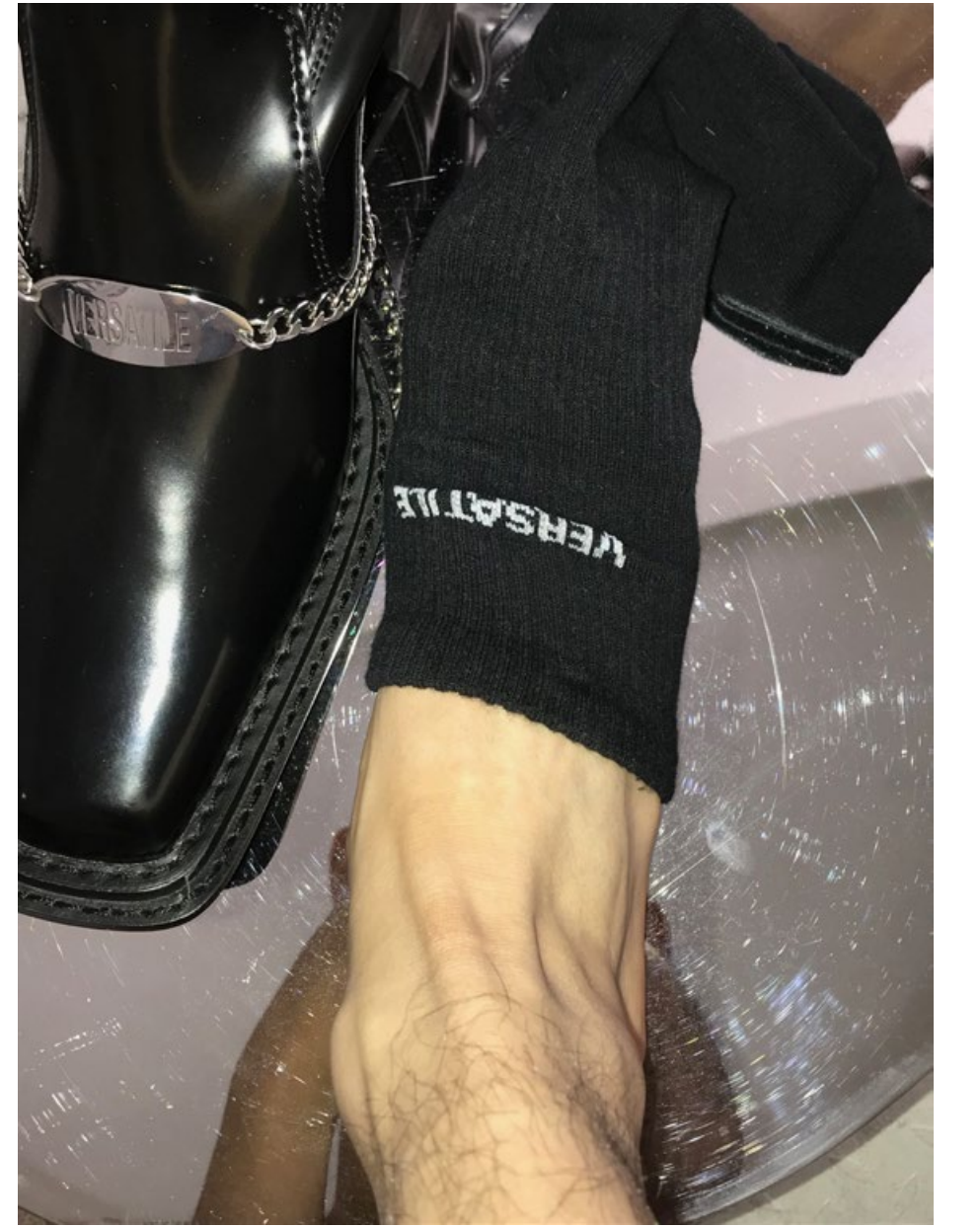
untitled #03 Hitch Boots  
AW190302 Matt Black/Orange



untitled #03 Hitch Boots  
AW190303 Shiny Black with Zipper

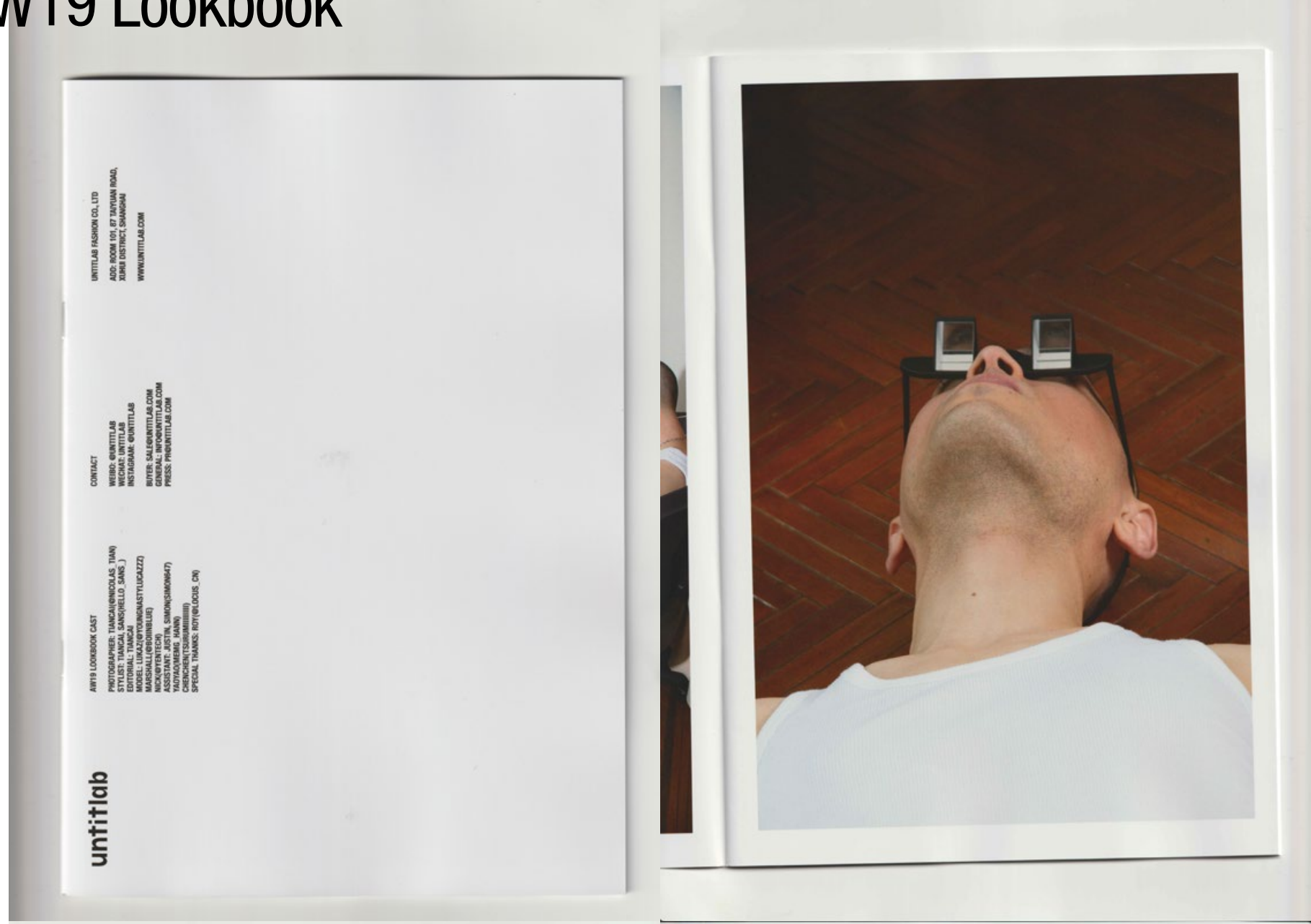








# AW19 Lookbook

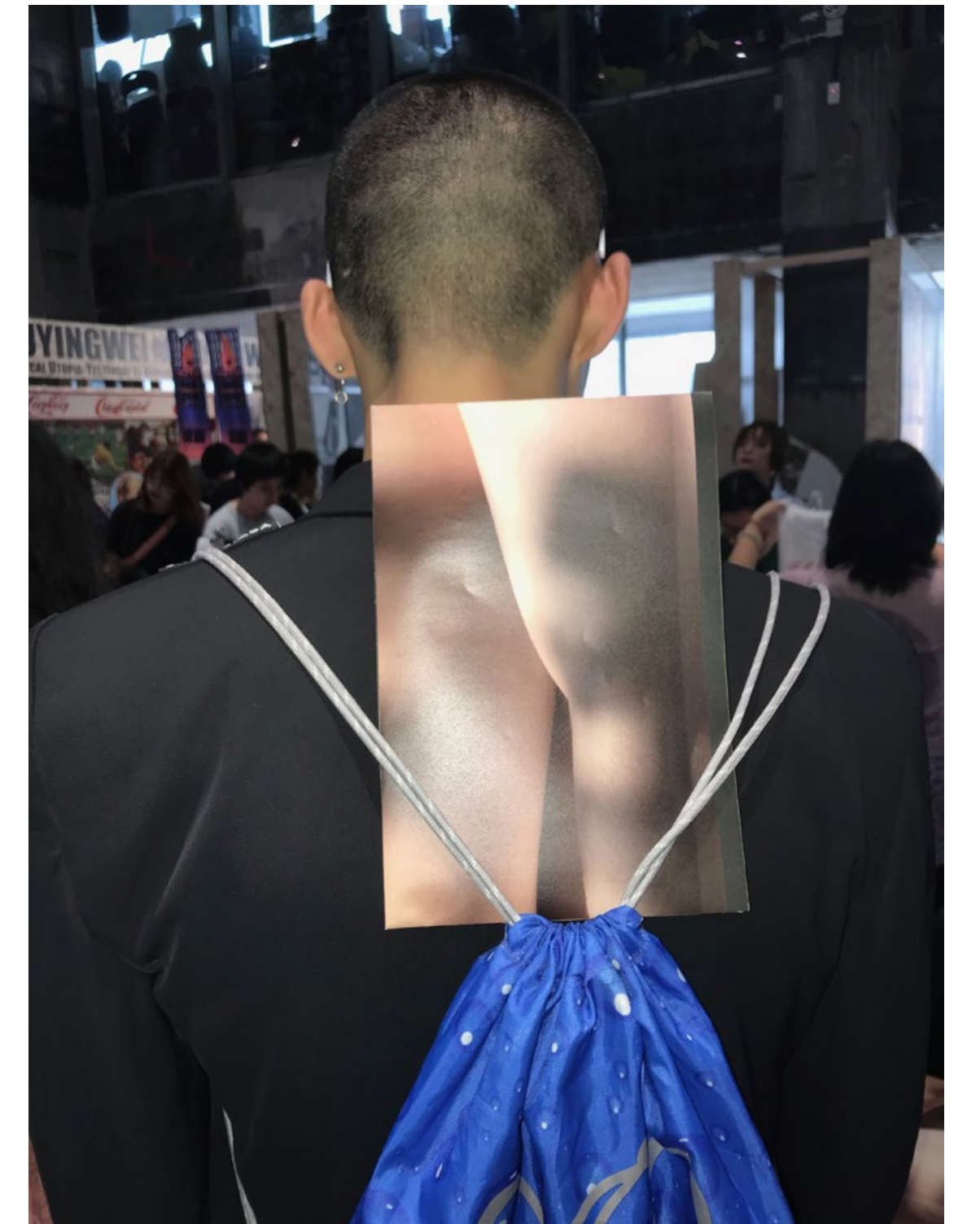
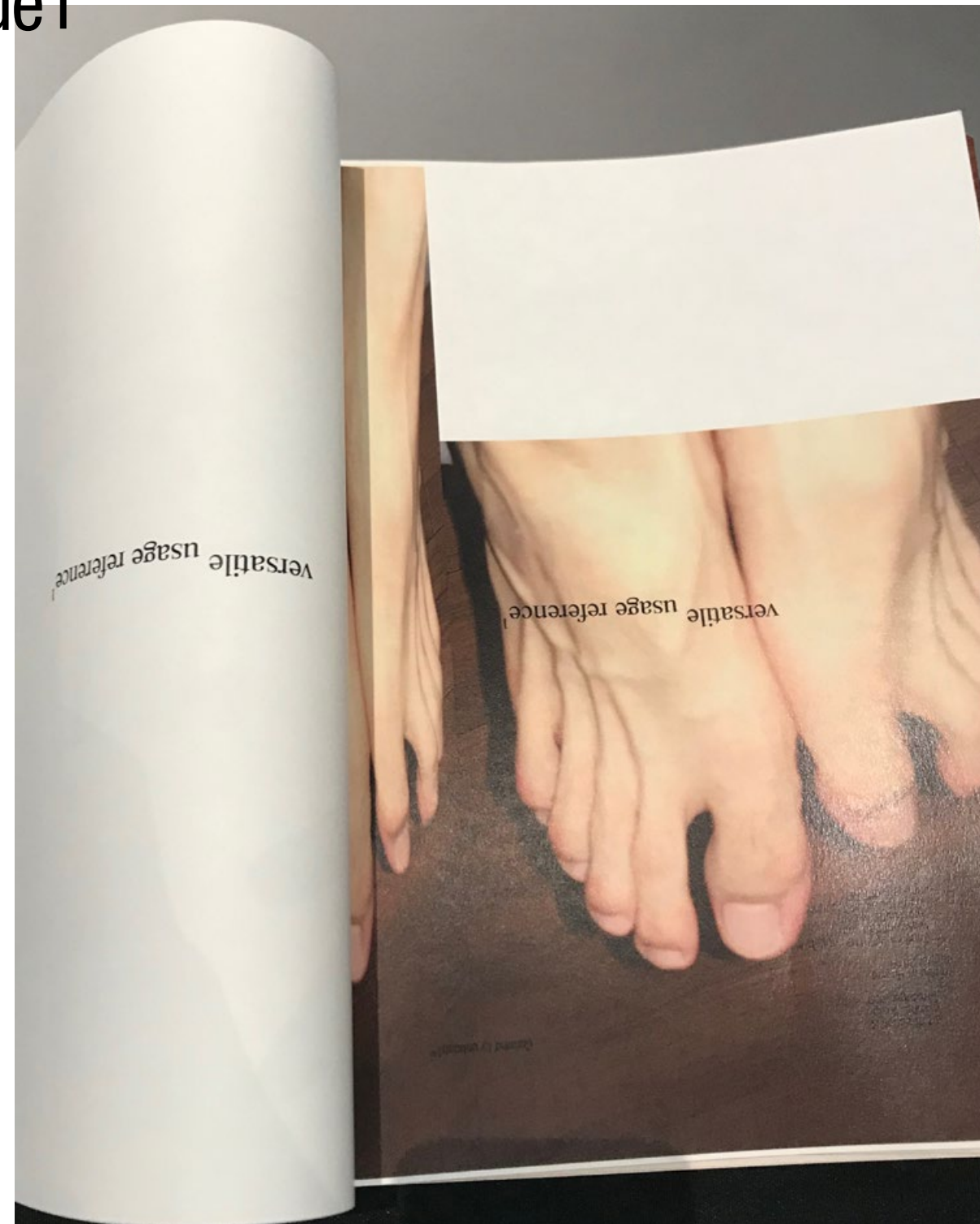
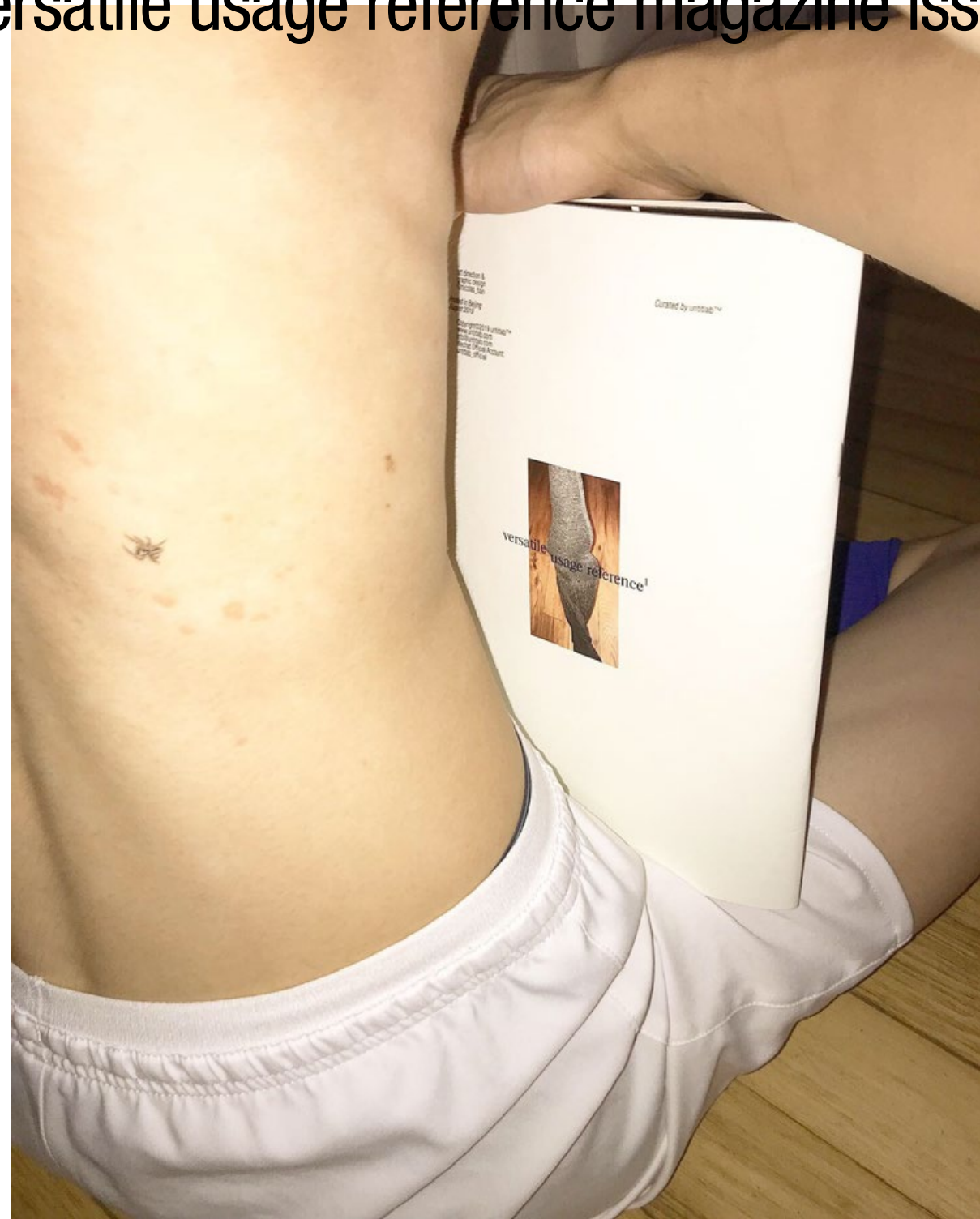


# SS20 Lookbook





versatile usage reference magazine issue1





80N8 SS20 London Fashion Week



**BRAND COLLABORATIONS**



MAISON SANS TITRE SS20



BRAND COLLABORATIONS



NOMANOMAN SS20



BRAND COLLABORATIONS



Captured by Leslie Zhang



Captured by Ming Chen





Styled by Elvis Hwuang



**PHOTOGRAPHY COLLABORATIONS**



Styled by Elvis Hwuang



NYLON CHINA



Captured by CC/Nafeli



PHOTOGRAPHY COLLABORATIONS



王琳凯 Wang Linkai X KIND



胡歌 Hu Ge



汪东城 Wang Dongcheng



刘雯 Liu Wen



朱正廷 Zhu Zhengting



许魏洲 Xu Weizhou



高以翔 Gao Yixiang



蔡徐坤 Xukun Cai



吴青峰 Qingfeng Wu



马思纯 Ma Sichun



ARTISTS COLLABORATIONS





**CONSUMERS' PORTRAITS**





**CONSUMERS' PORTRAITS**



**DAZED WWD**

**HYPEBEAST GQ KALTBLUT.**

**voicer®**

*Fucking Young!*



magmode 名堂 北京三里屯太古里 Sanlitun Taikoo Li, Beijing	INXX 全国 Nationwide	hug 成都 Chengdu	怀轩 线上 Online Store
Labelhood 上海 Shanghai	WHOUS 全国 Nationwide	S17 成都 Chengdu	untitlab™ Official Limited Store on WeChat Mini Program 线上 Online Store
in the park 上海 Shanghai	duier 成都 Chengdu 自贡 Zigong	THE REPUBLIQUE 成都 Chengdu	THE FASHION DOOR 一尚门 广州 K11 K11, Guangzhou 香港 K11 K11, Hong Kong
SEAWOOD 天津 Tianjin	郑州 Zhengzhou	SND 重庆新光天地 Shin Kong Place, Chongqing	
<b>STOCKISTS</b>			



untitlab™ fashion co., ltd

上海市静安区南京西路 1081 弄 59B  
59B, No, 1081 West Nanjing Rd.,  
Jingan District, Shanghai, China

[www.untitlab.com](http://www.untitlab.com)

Buyer: [sale@untitlab.com](mailto:sale@untitlab.com)  
General: [info@untitlab.com](mailto:info@untitlab.com)  
Press: [pr@untitlab.com](mailto:pr@untitlab.com)

Instagram @untitlab  
Weibo @untitlab