

Portfolio

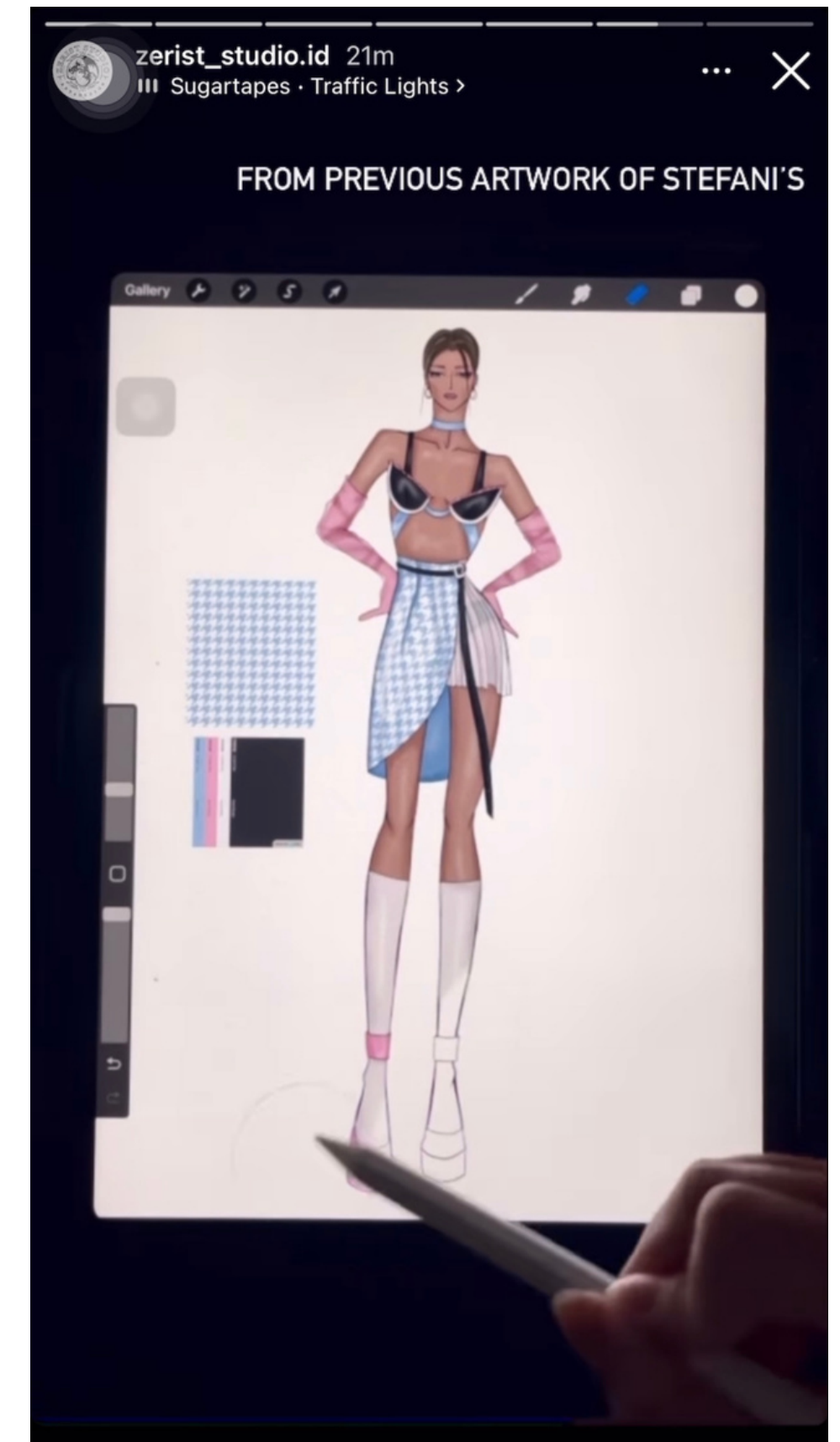
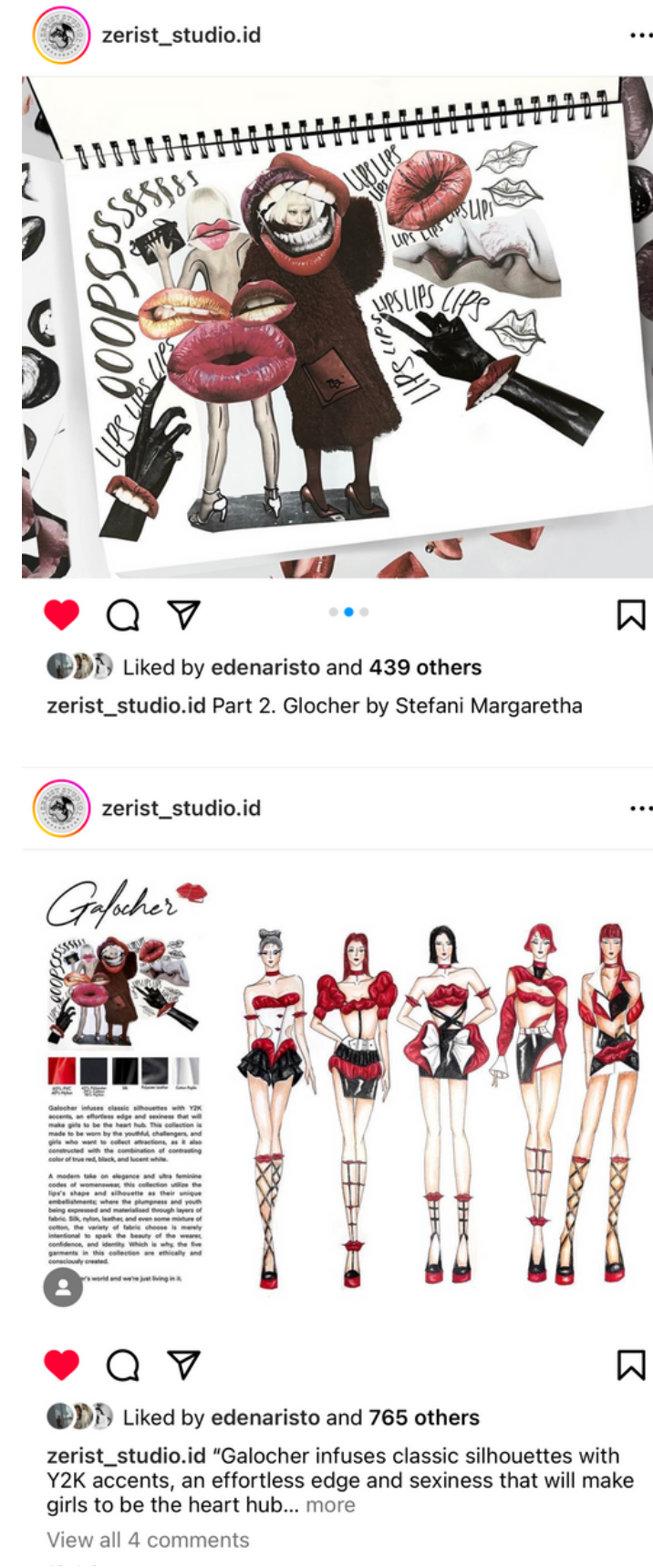
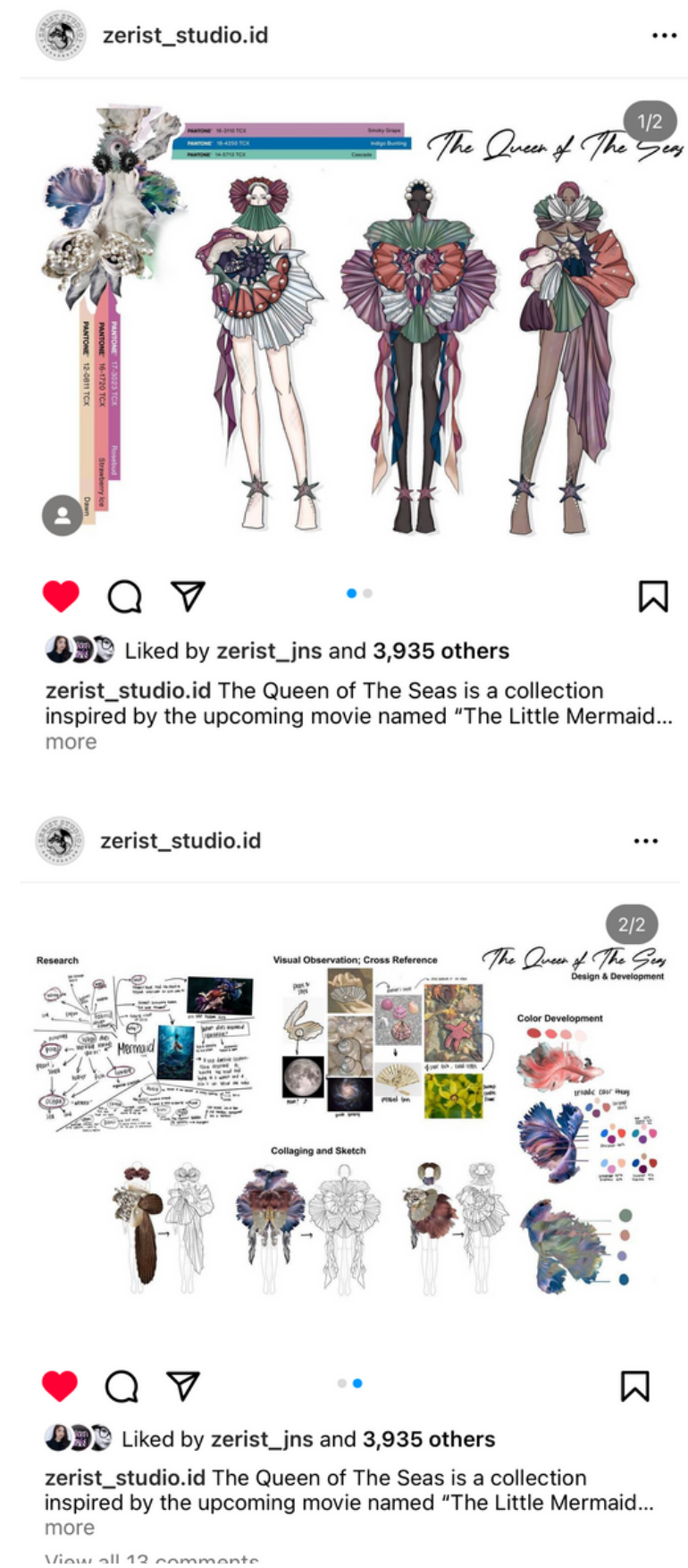
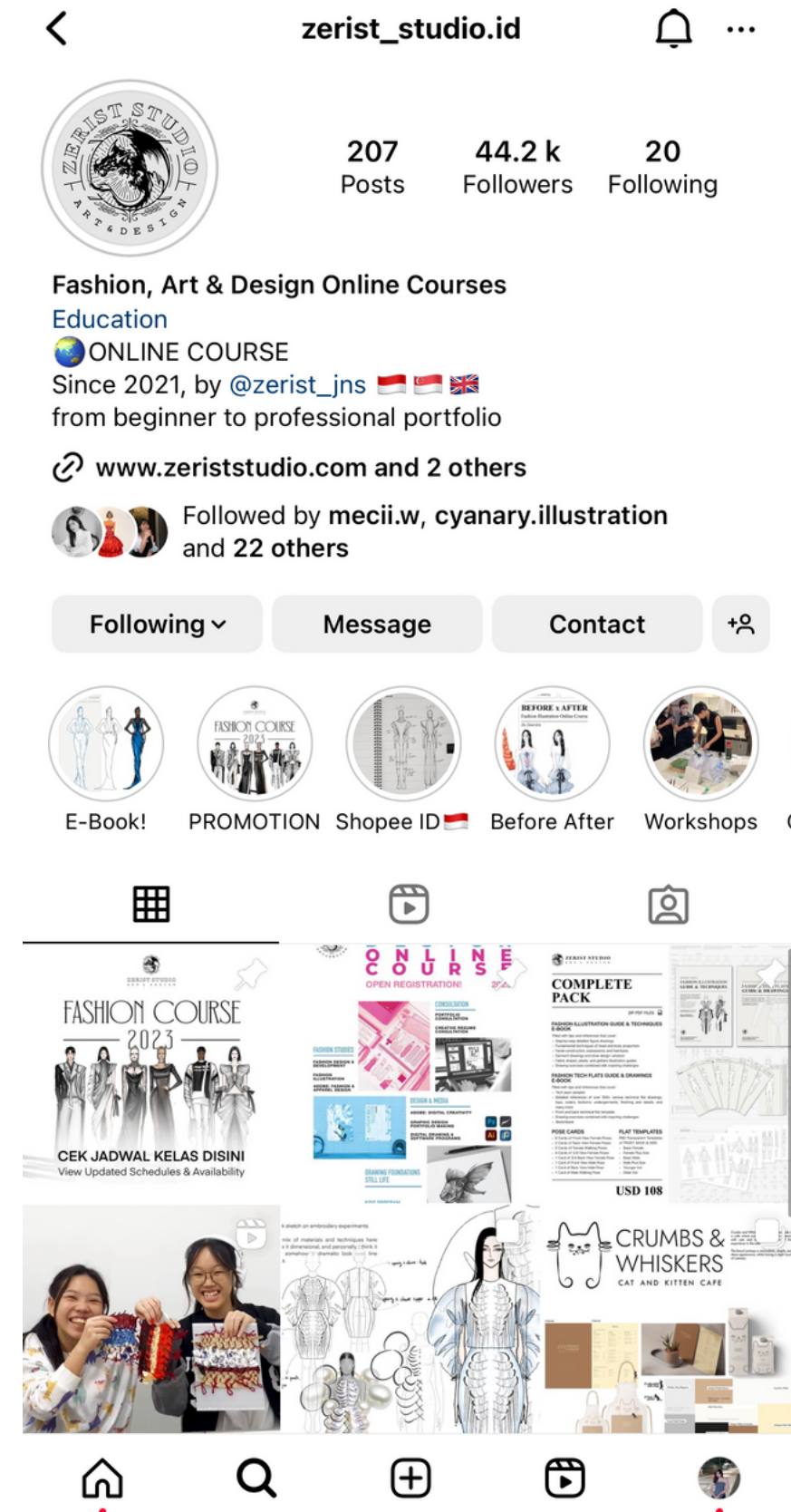
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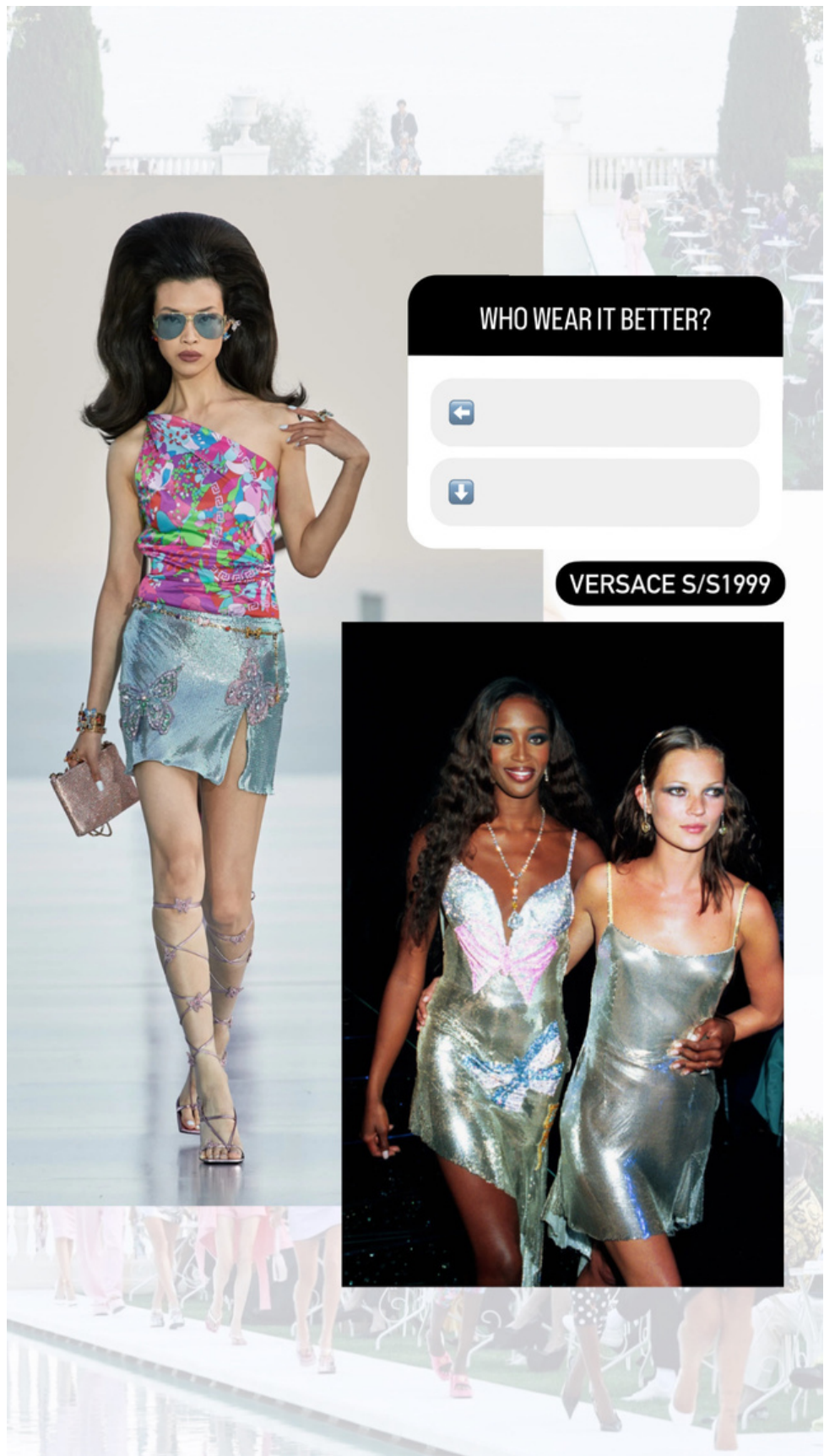
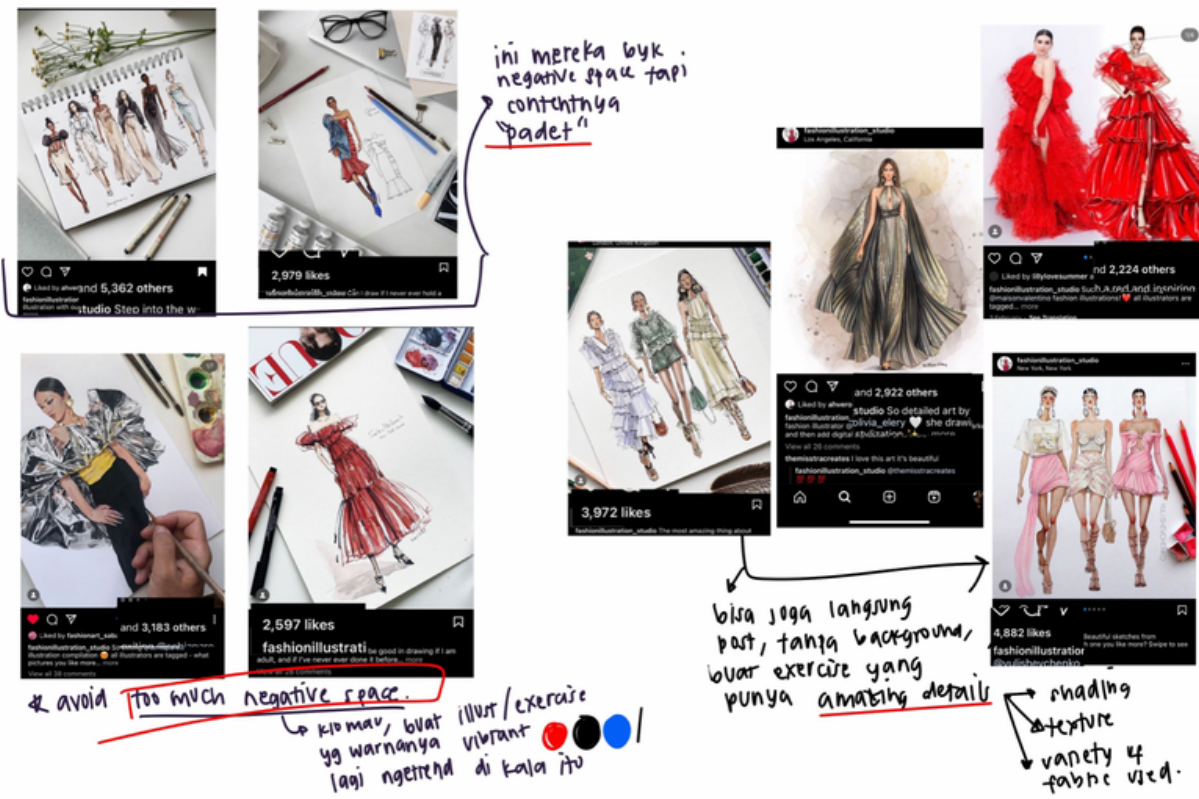
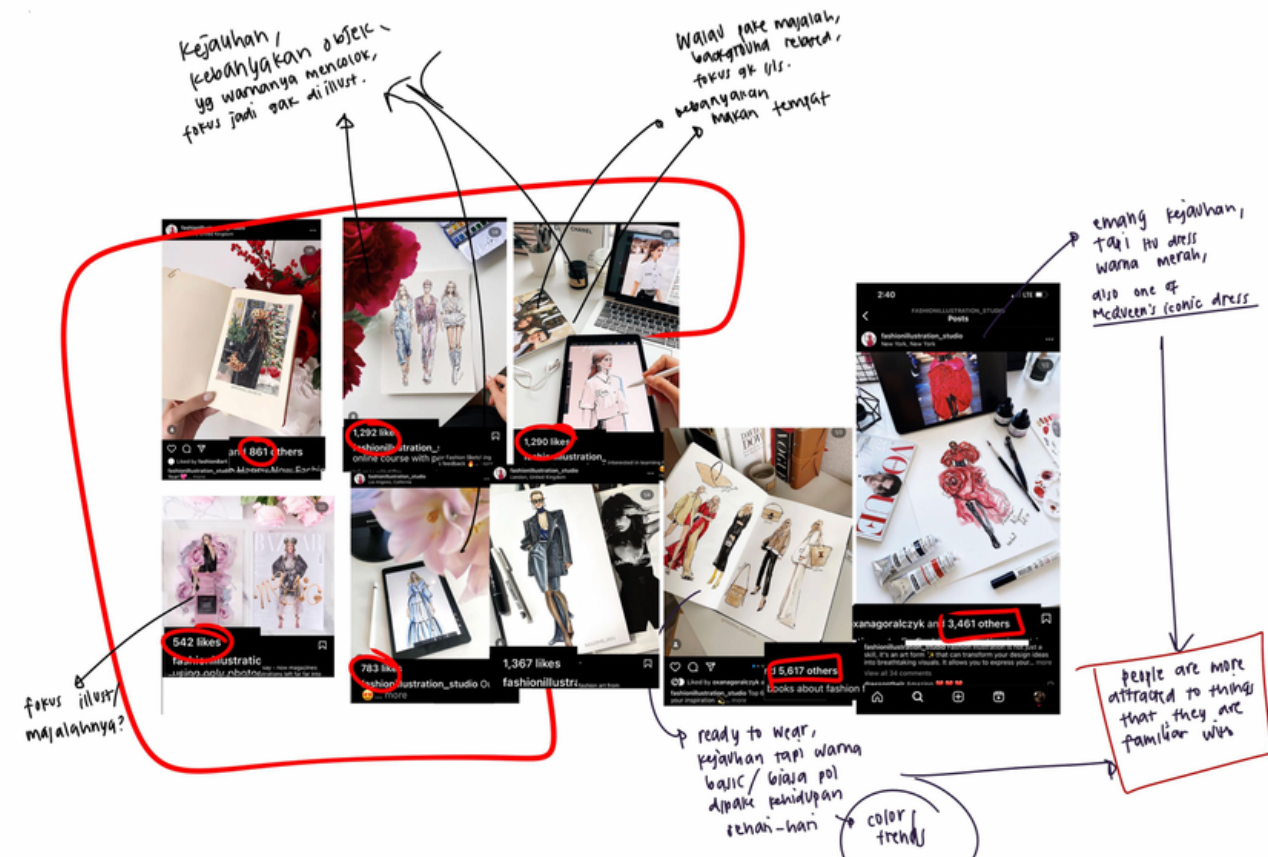
Media Publication

(+ Social Media Marketing and Content Creator)

Fashion Illustration Creator and Social Media Marketing at **@zerist_studio.id**



Fashion Illustration Creator and Social Media Marketing at @zerist_studio.id



Media Publication Division of Student Orientation Event
of St. Louis 1 Catholic Senior High School

<

tutoransition2021

36

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580

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TUTOR MPLS SINLUI 2021

High School

Rek ayo mlebu tahun ajaran baru !

Pra-MPLS: 10 July, 2021

MPLS: 12-14 July, 2021... more

See Translation

www.youtube.com/watch?v=K4HxZx5W9d0

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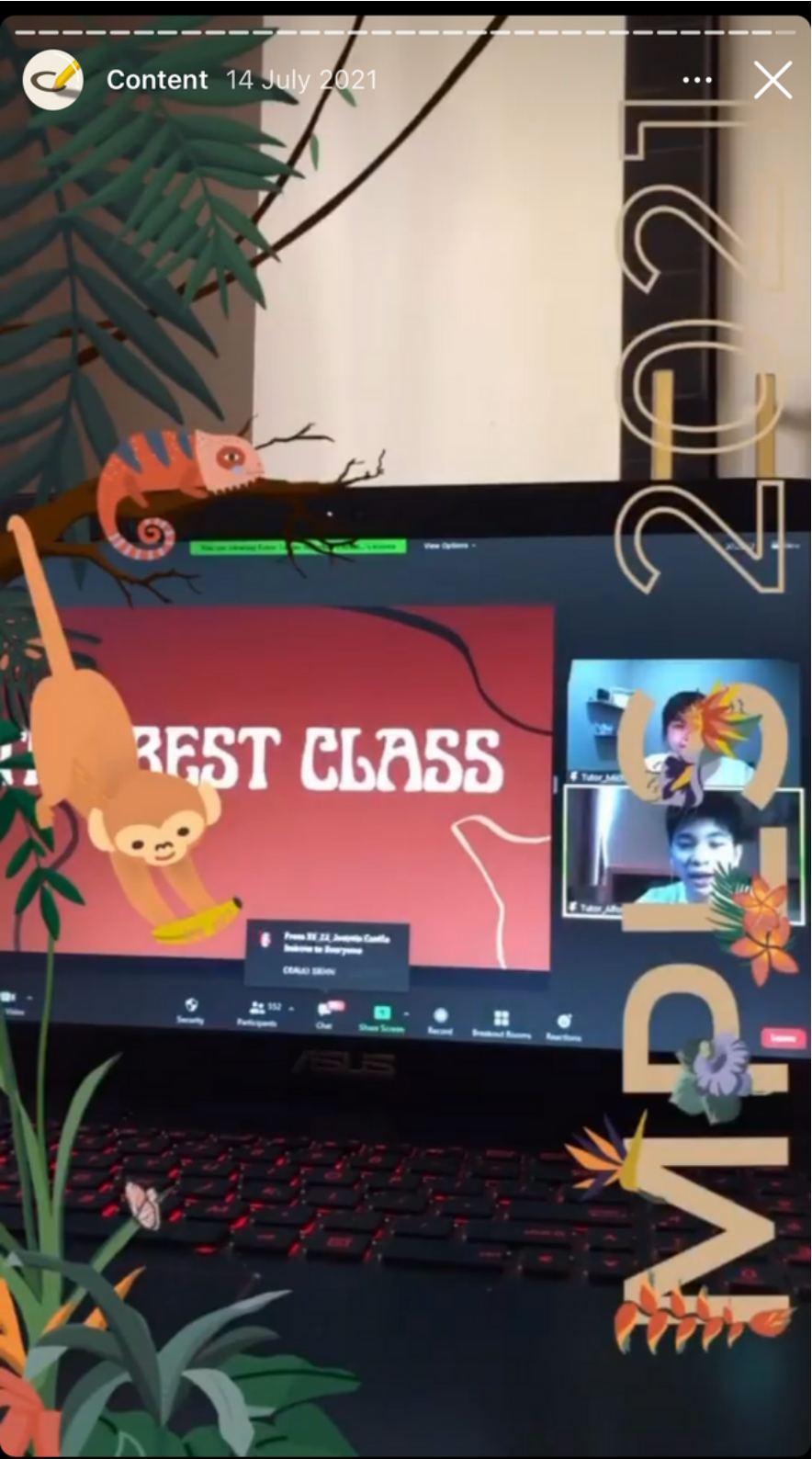
IGTV

Content

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Games

Yel-yel



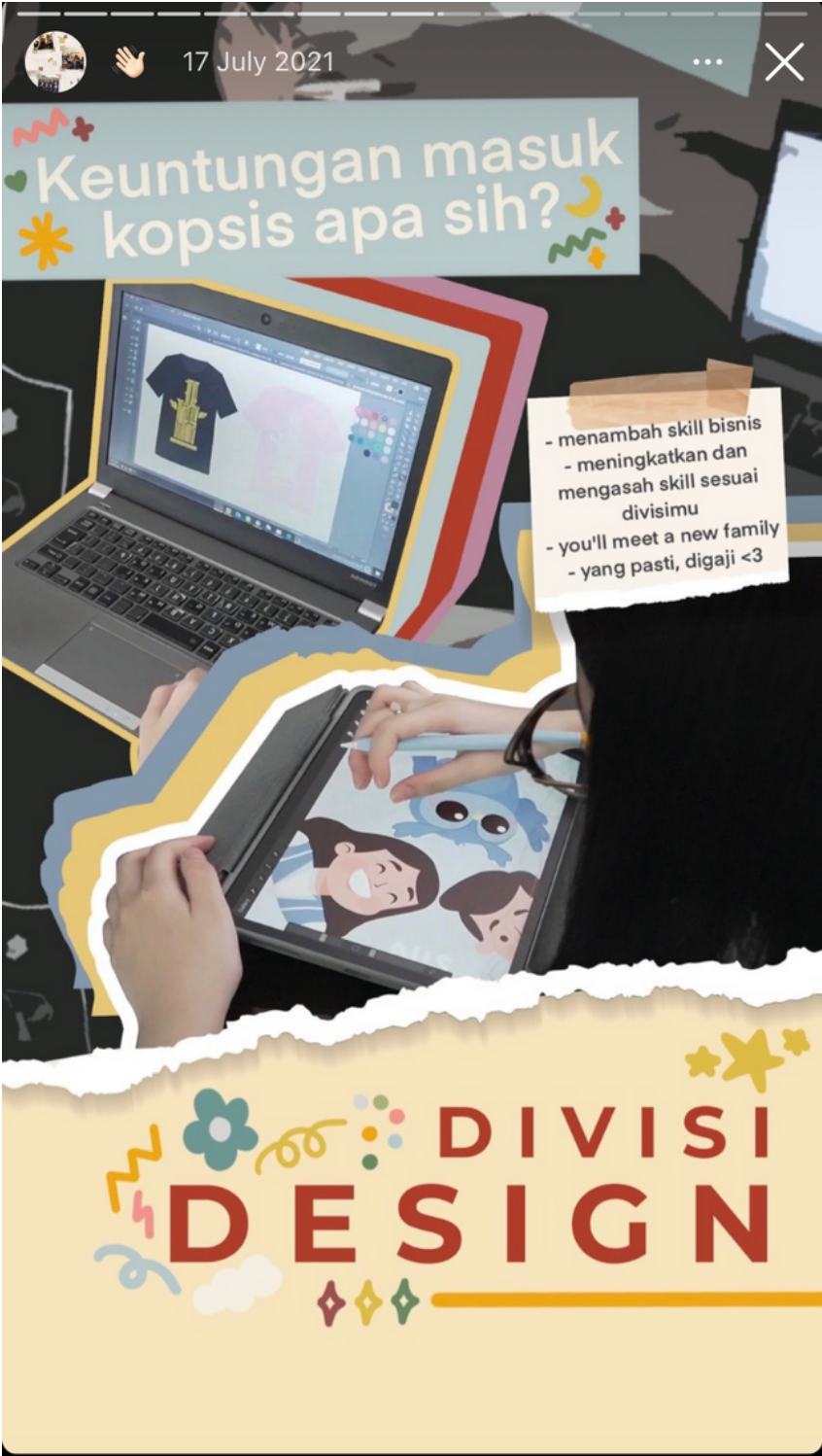
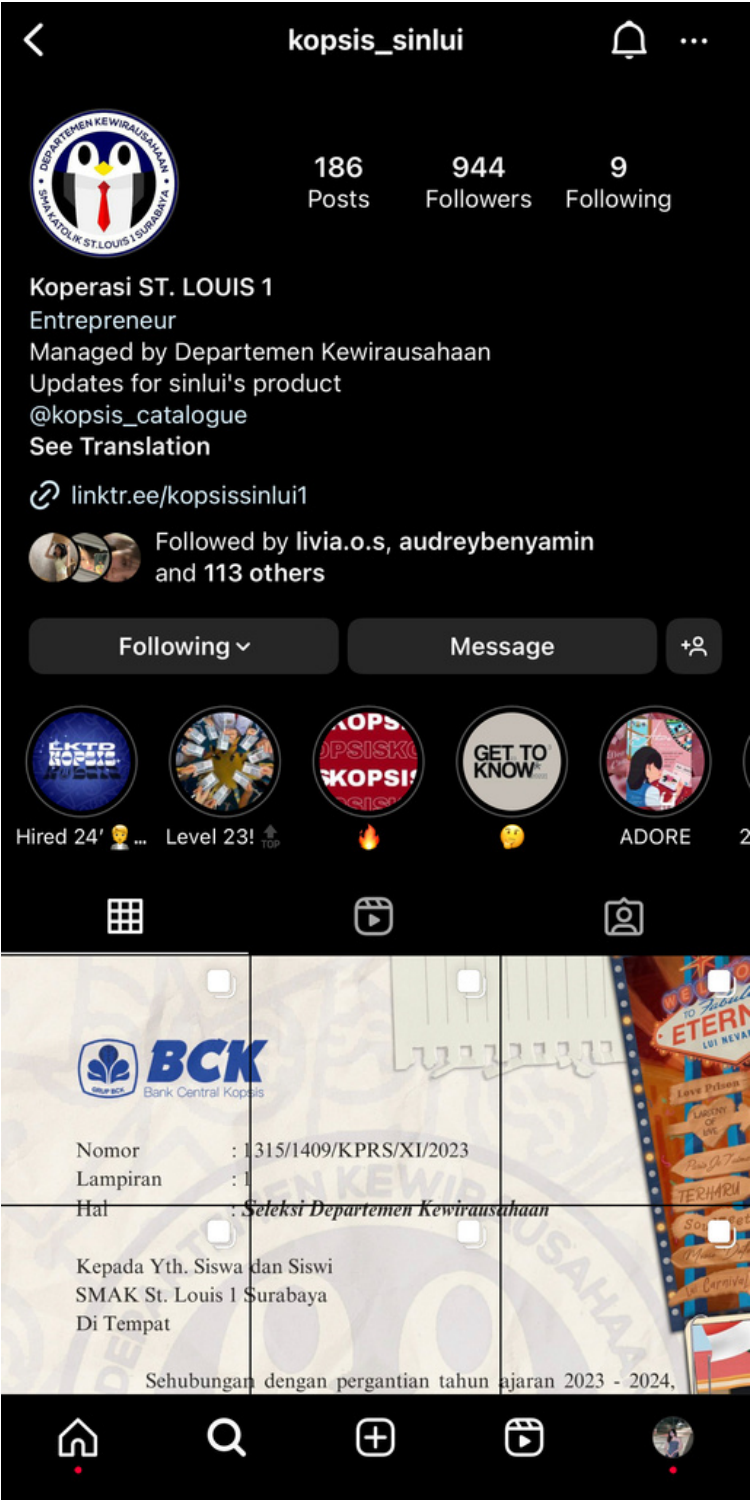
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Liked by neomichl and 207 others

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Social Media Handle of the Student Entrepreneurship Department of St. Louis 1 Catholic Senior High School

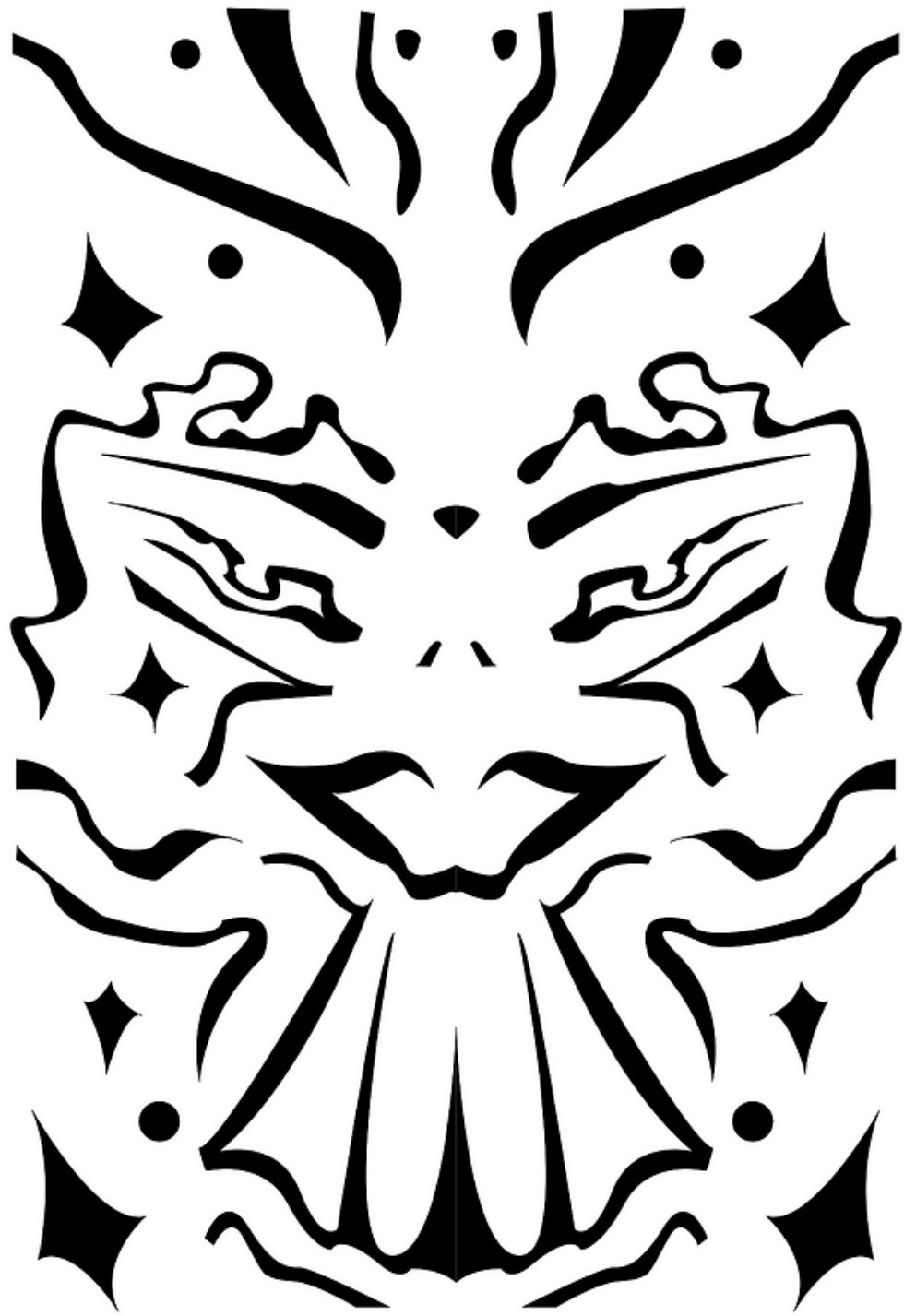
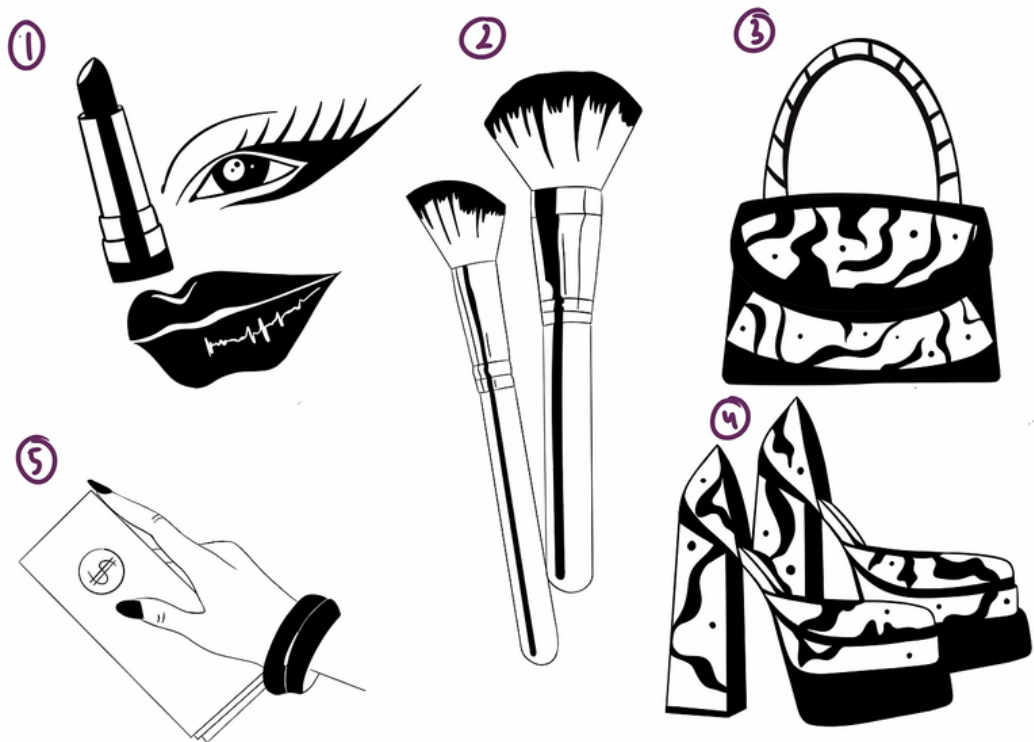


Design Project

Graphic Design, Photography, and Collaboration Work

Screen Print, Laser Cutting and Engraving

*All patterns are done in Procreate and Adobe Illustrator





This outfit is specifically made for a dominant and independent woman, named Cecilia. With her obsession of the black and red colour, this generous woman sometimes is accused of becoming the evil one, as she also has several doberman dogs protecting her. The black colour of the top, corset, and boots, along with red organza hanging down over the legs, depict how bold and powerful Cecilia's personality is. For the final touch, a pair of shiny and long earrings will also point out the sophistication of Cecilia.



For this project, my contribution is included on the one who does the creative **styling of the concept, clothing design, pose, and the model.**

Featuring:

Photographer and Editor : Shendy Saputra

Dress Sewn by : Deasy Tantra



COLLECTION LINEUP (WITH ADDITIONAL PIECE)

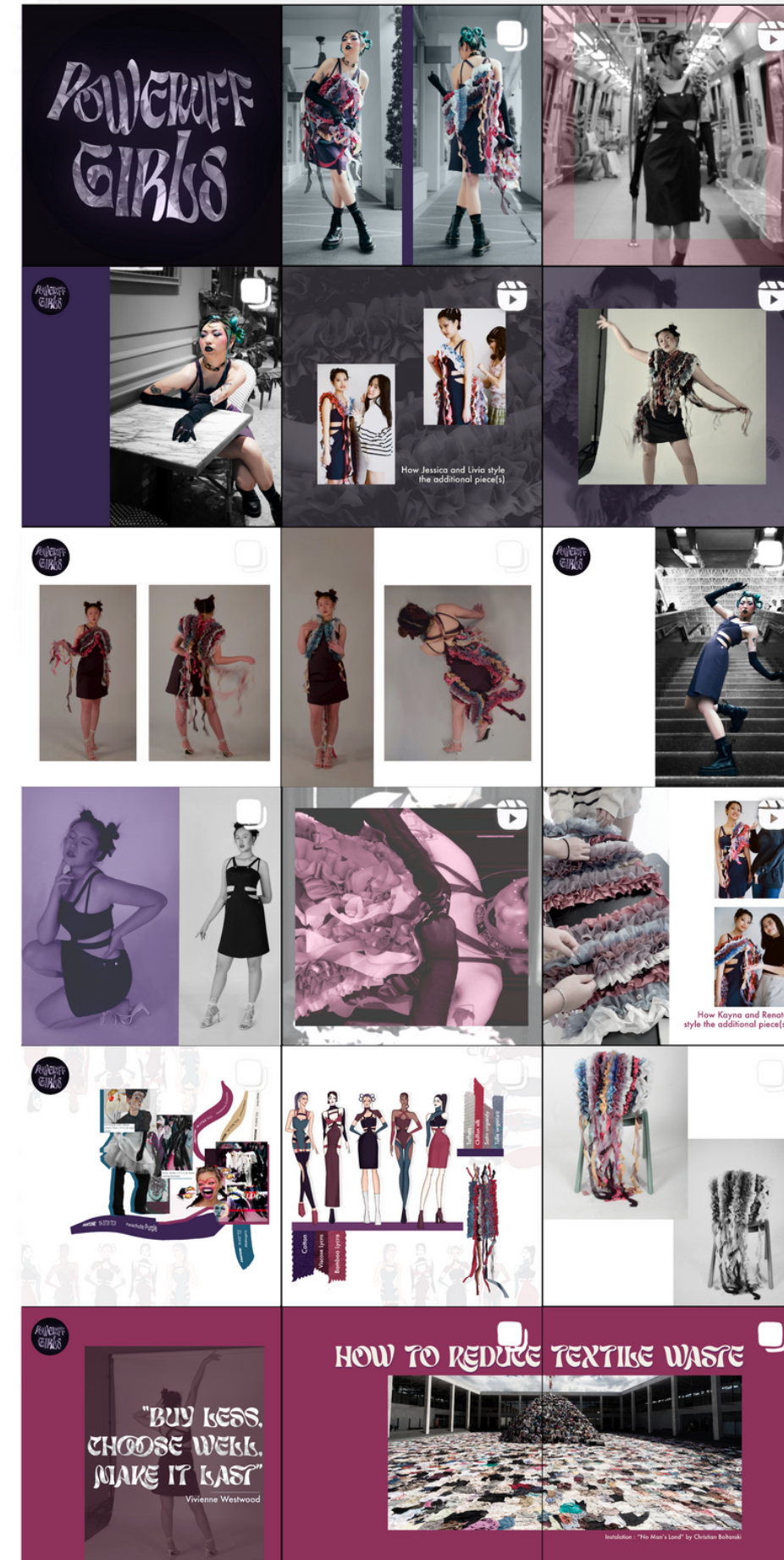


Poweruff Girls is a name of my collection in my Year 1 Semester 2 project in NAFA. It mainly based on my approach towards sustainability.

In order to educate my audience and target market for this project, I also created an instagram account; manage the content including feeds, story, reels, and edit all the graphic by myself.

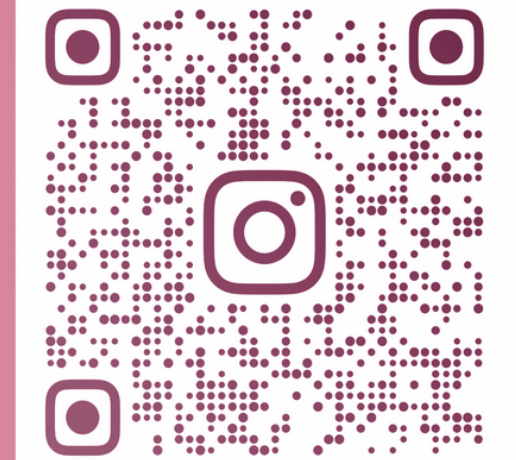
Please do check my work by scanning the QR code provided on the right picture

Designer : Stefani Margaretha Yulianto



Since the user of this project is teenage girls and the way they consume information is very digital, the media for this project is an Instagram page

Scan this QR code:



Instagram : @poweruff_girls

Contents on how the garment is convertible:

- Engagement with Users
- Demonstrations of various ways to wear the additional piece
- Collaboration with local artists

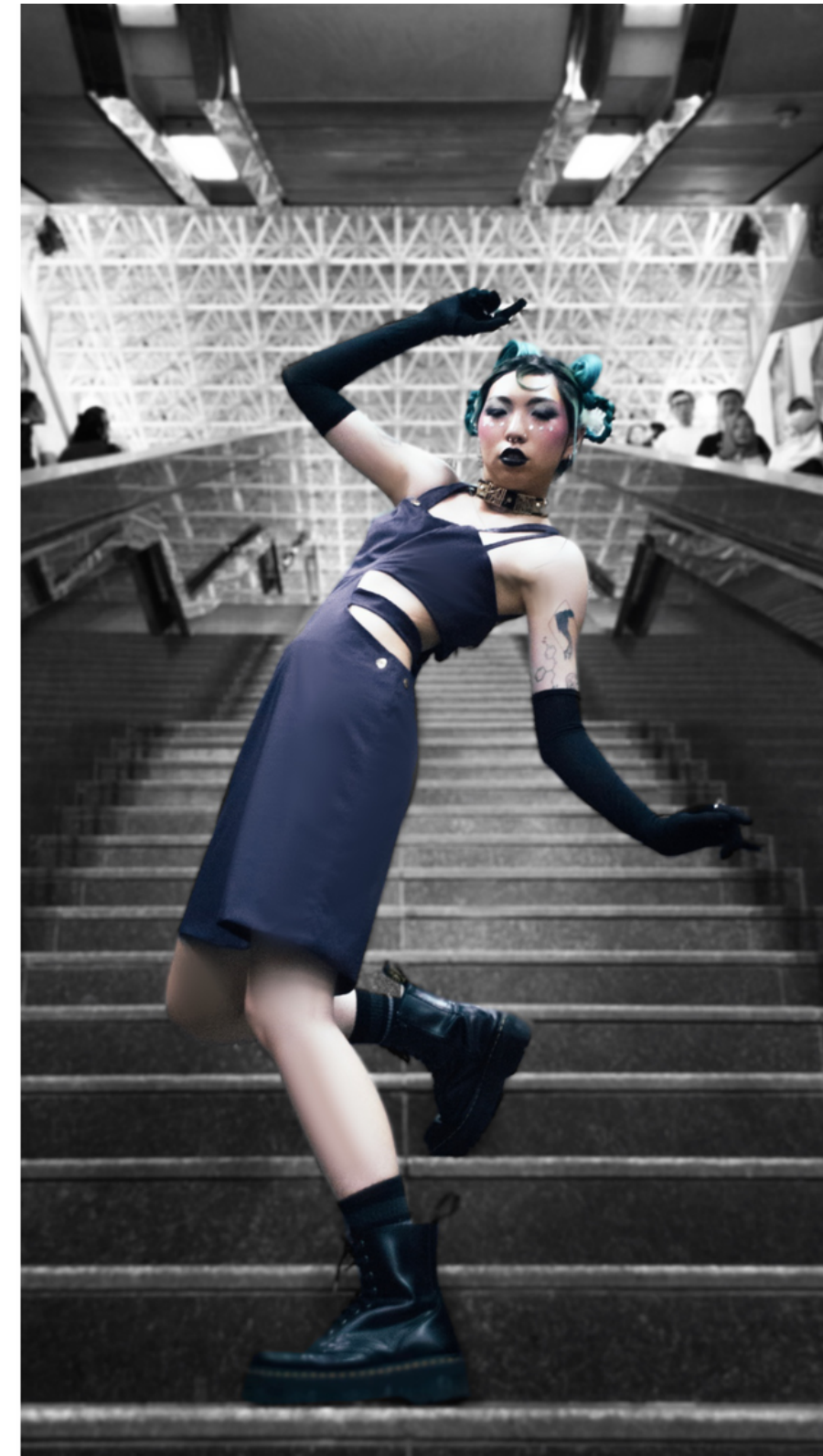
Details about the collection:

- Design development
- Concept
- Illustration and technical flat drawing

Education about textile waste



The concept of this shoot is to showcase how the users can express their personal reference by adjusting the additional piece into the garment, showing how convertible this collection is. For this shoot, I did the **make up** and **hair** of the model, **preparing the set up, the videographer, the photographer, and the editor.**



This shoot is a collaboration shoot with local artist in Singapore. My contribution includes the one who becomes the **creative director** and the **designer** of the garment.

Featuring:

Model : Charissa Tung

Photographer : Michael Clement

Make up and Hair : @eri.kindofbeauty (on Instagram)