

Fashion PORTFOLIO

SHELLA VERANIKA

“have your dress code, so you won't be swayed by what others say”

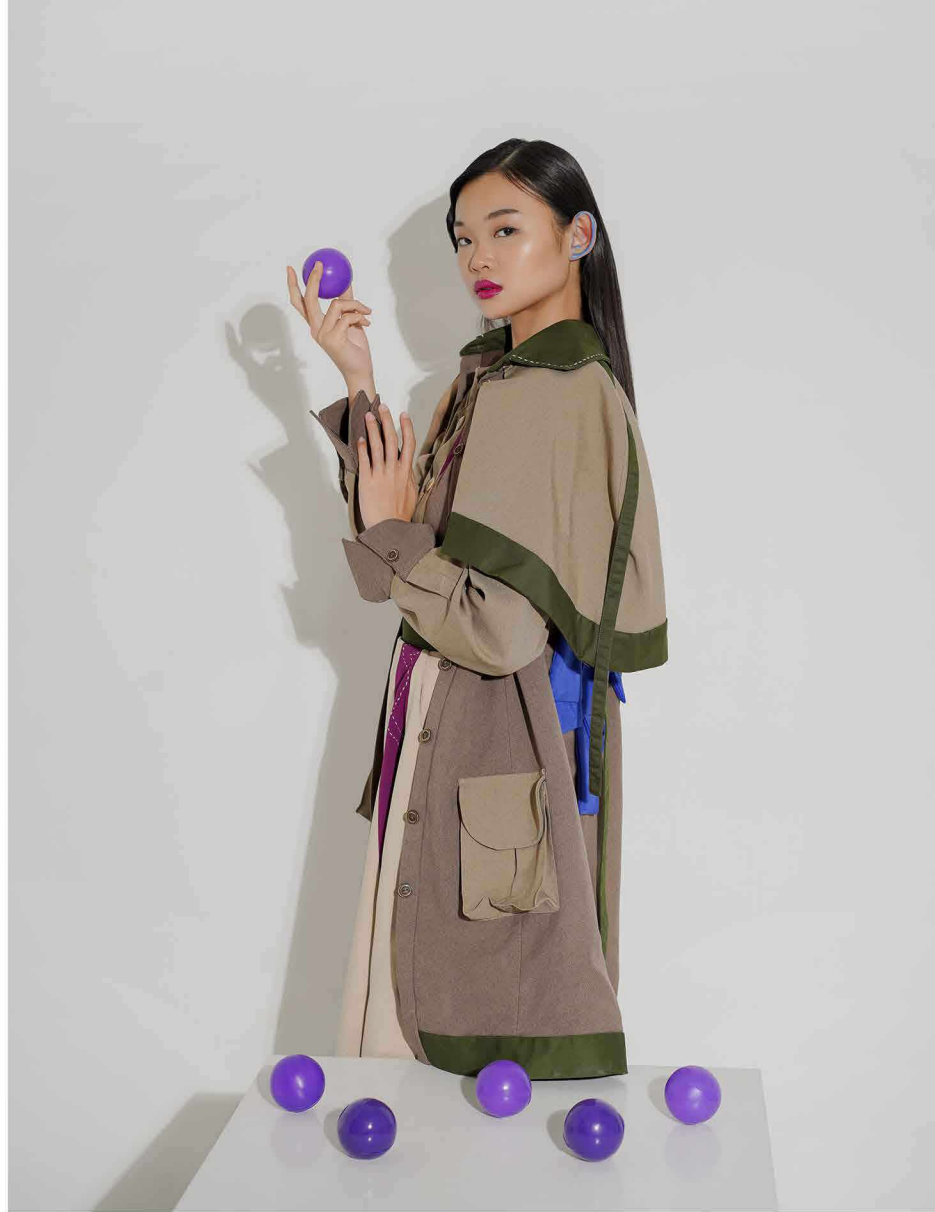


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About Me

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Doho dalam No.6 street, Keputran, Surabaya,
East Java

I can describe myself as hardworking and reliable, energetic and able to fix myself from my shortcomings. as a young designer I like new things, which are unique and different from other people. I am challenged about new innovations from creating new ideas and concepts. I am very interested in various fields such as fabric, fabric manipulation. I will make my dream come true by working hard until my

Curriculum Vitae

EDUCATION

LaSalle College Surabaya
Bachelor of Fashion Design - 2018 -
Present

SMA Muhammadiyah 2 Sidoarjo
2015-2018

SMP 2 Buduran Sidoarjo
2014-2015

Ar-Rohmah Putri Islamic Boarding School
2012-2013

LANGUAGE

Indonesia - Excellent
English - Upper Intermediate

EXPERIENCE

January 2021 - Internship at Meedjin Couture
August 2019 - Fashion Show Muslimah wear
February 2019 - Discharge Color Batik of Denim
October 2018 - Coloring Batik Workshop
November 2018 - Dresser for Fashion Show in Grand City -Pick & prepare clothes and accessories for model
2017 - High school level biological science olympiad
2017 - 3rd place in the scientific paper competition at the level of the Muhammadiyah development LaQua
2016 - SINAPS 2016 national high school biology olympiad

PERSONALITY

Socialize easily and work together with teams
Detail Oriented
Being able to find ideas creatively
Optimistic, discipline, competent

SKILL

Fashion Illustration
Trend Forecasting
Textile Design
Technical Design
Draping
Patternmaking
Sewing
Trend Analysis
Fashion Product and Development

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Power Point
Ms. Word
Ms. Excel


INTEREST

Fashion, Art, Drawing, Science



INTRODUCTION.

For this portfolio I make my work summarized in one unit. In this portfolio I choose several inspirations, concepts, moodboards, technical drawings, illustrators, textiles, and colors to combine them according to the theme I choose according to the project that is being worked on to create clothes that have strong product value. From here I learned how to transfer inspiration to this collection so that it becomes a unified whole. I also learned to make art that is renewable and different from the others. With this, this portfolio as a script for a designer to develop even more actively in creating works of art.



Conchas Selltius

Mini Collection

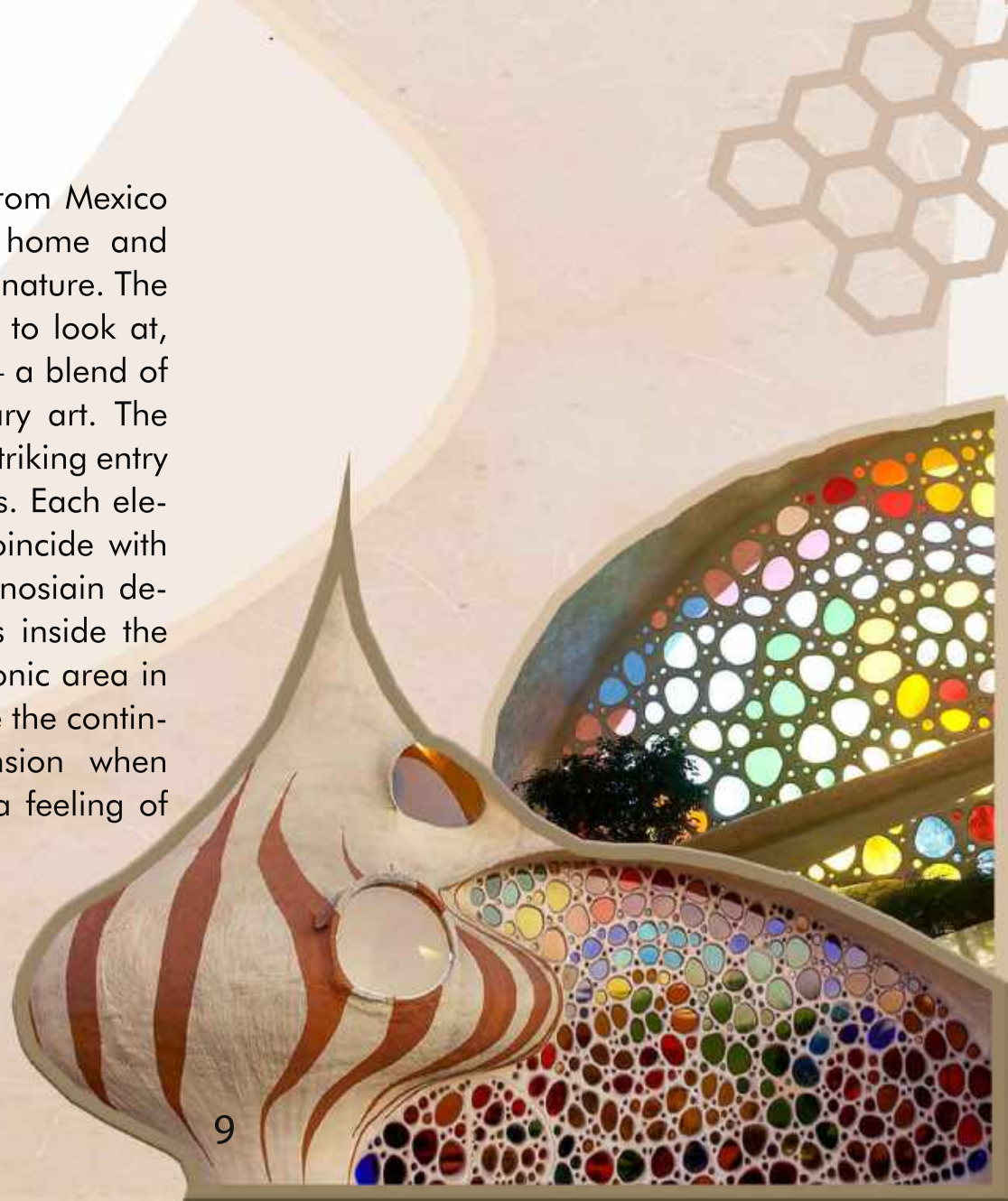
INSPIRATION

The name Conchas Selltius itself is from the Mexican language (Spanish) "Conchas" which means conch shell. And "Selltius" which means selling is a shell and tius name of my inspiration is Nautilus. I chose this inspiration because it forms a unique building, different from the others and on each wall is colorful and cute mosaics that reach the eye.

The Nautilus house located near Mexico City is a unique shell shaped house designed by Mexican architect Javier Senosiain of Arquitectura Organica. The house design is very innovative, unusual and audacious. Javier Senosiain decided to bring the life aquatic into architecture. Inspired by the work of Gaudí and Frank Lloyd Wright, Javier Senosiain has brought to Mexico City another sparkling example of what he calls "Bio-Architecture" — the idea that buildings based on the natural principles of organic forms bring us back to local history, tradition and cultural roots, in turn creating harmony with nature.



A young family with two children from Mexico City were tired living in a conventional home and wanted to change to one integrated to nature. The modern Nautilus House is wonderful to look at, walk through and enjoy for what it is – a blend of modern architecture and contemporary art. The sculptural whimsical house features a striking entry cut into a wall of colorful stained glass. Each element has been carefully chosen to coincide with the organic theme of the building. Senosiain describes, “This home’s social life flows inside the Nautilus without any division, a harmonic area in three dimensions where you can notice the continuous dynamic of the fourth dimension when moving in spiral over the stairs with a feeling of floating over the vegetation.”

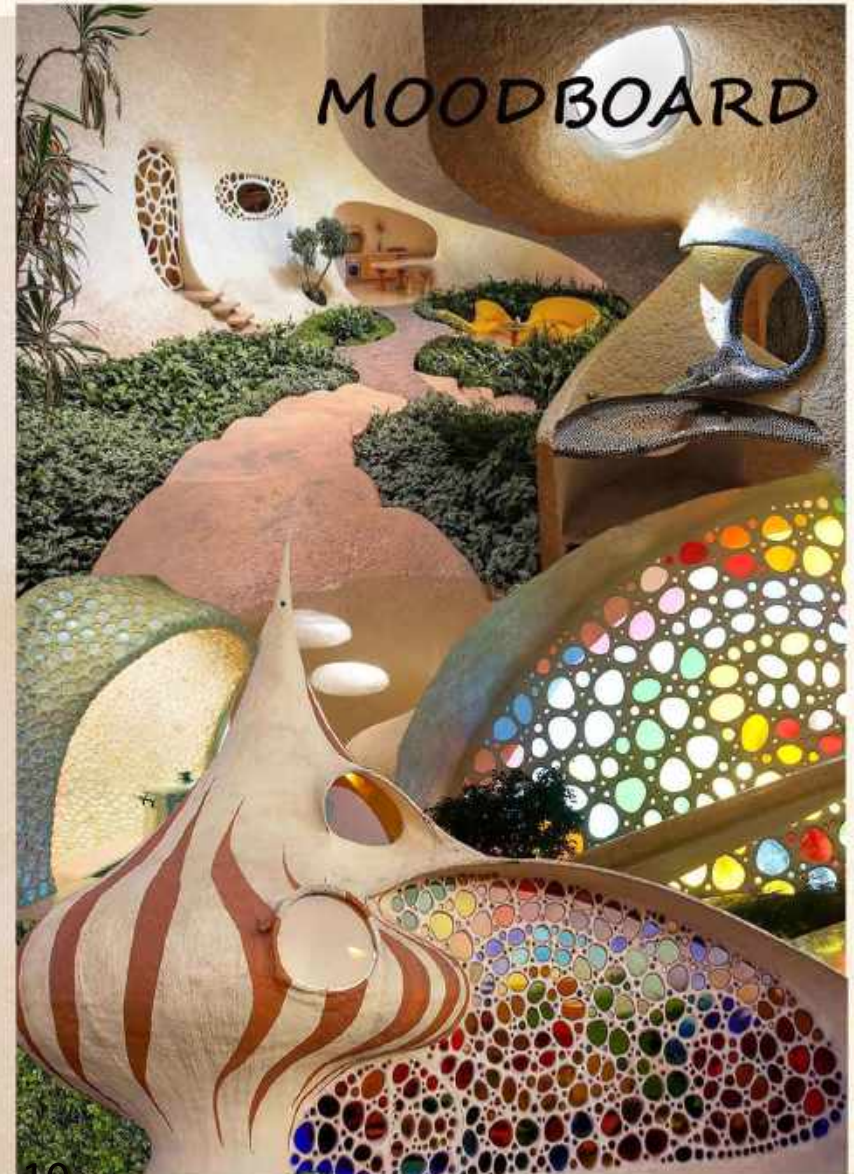


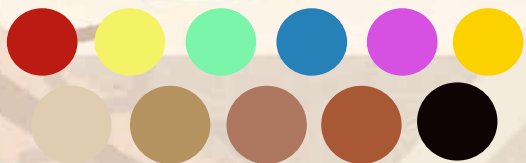
CONCEPT

In the mini collection, the design that I took is in accordance with my theme, namely the Nautilus house building. The design that I chose looks street style with a chic style, playful but not excessive. Assess someone who is fashionable, but does not support trends and is free to develop his creations in style.

The fabric I use semi-wool, linen, tweet, pvc and hologram fabric. Suitable in accordance with my theme Nautilus House which in it has a lot of cute mosaics. I use a color that suits this building is identical to the color brown and combined with other colors.

For fabric manipulation, I made a circle that was sewn together using a thread and there was also a laser cut. And the technique of woven with yarn is





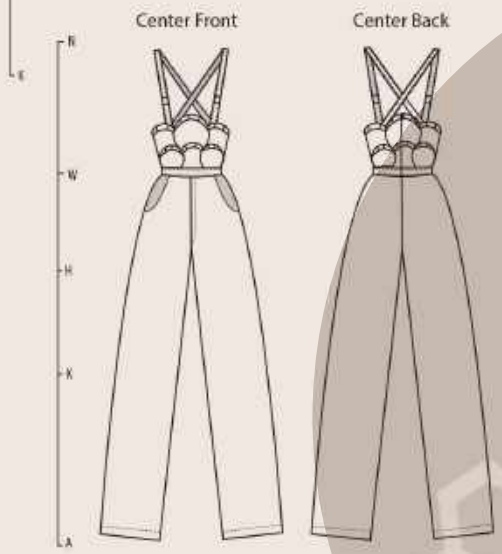
Conchas Selltius



Technical Drawing



Look 1
Conchas Selltius



fabric

Linen prada (brown 1)	Job fabric
Wool silk	Job fabric
Suede	Crápé
Semi wool	

Conchas Selltius



Mini Collection

Photograpers & videograpers : @espoirephoto

Stylist : @sabrinareformita

MUA & hairdo : @paintedby.lyn

Model : @wmodels_id (Fiona)

Studio : @paradigmastudio.sby

Look 1

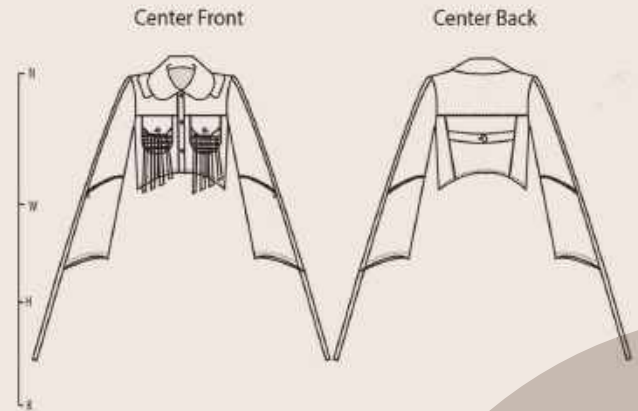
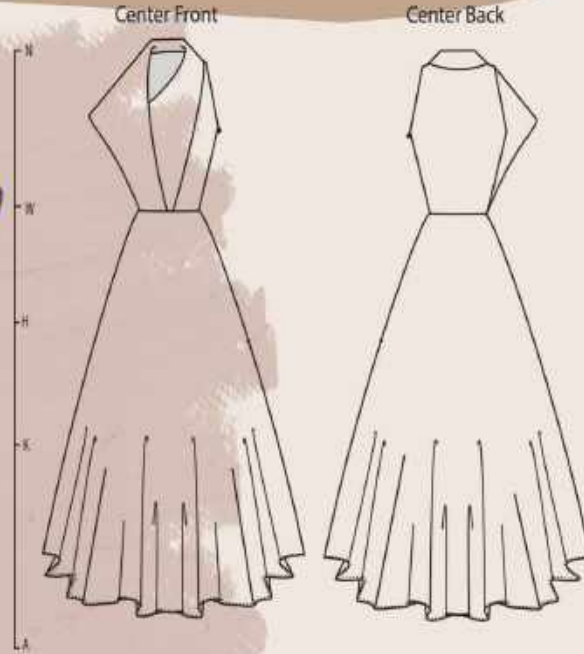




Campaign



Technical Drawing



Look 2 Conchas Selltius

fabric



Linen metallic



Semi wool



Suede



Job fabric



Crape

Lookbook



Front & back

Campaign

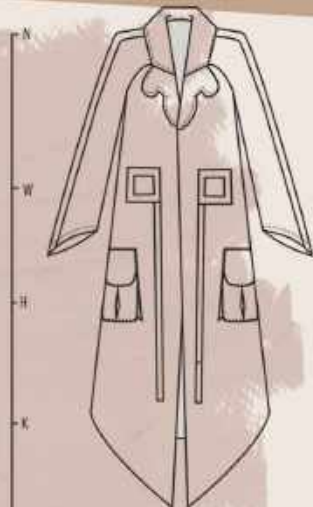




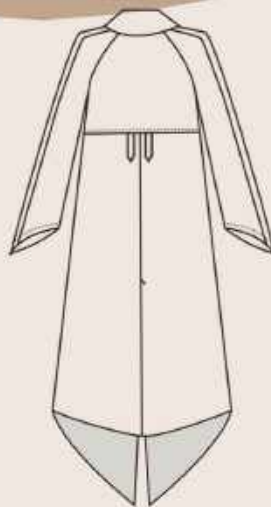
Technical Drawing



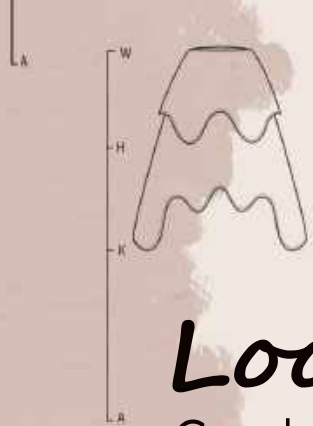
Center Front



Center Back



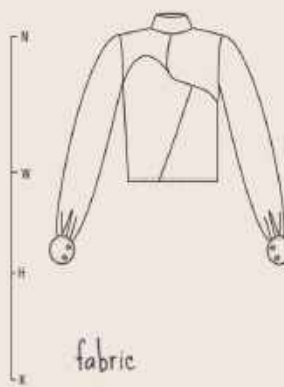
Center Front



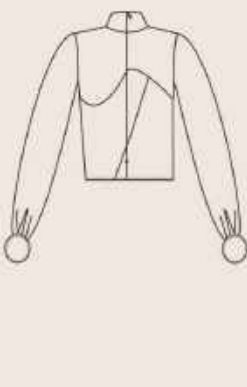
Center Back



Center Front



Center Back



fabric



Linen prada (brown 1)



Linen prada (brown 1)



Linen prada (brown 3)



Semi wool



Job fabric



Job fabric



Semi wool

Look 3

Conchas Selltius

Lookbook



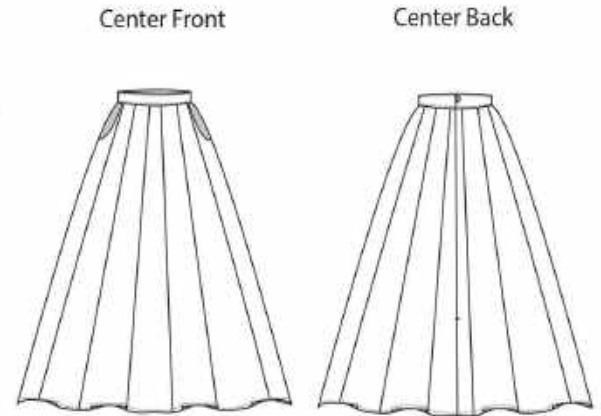
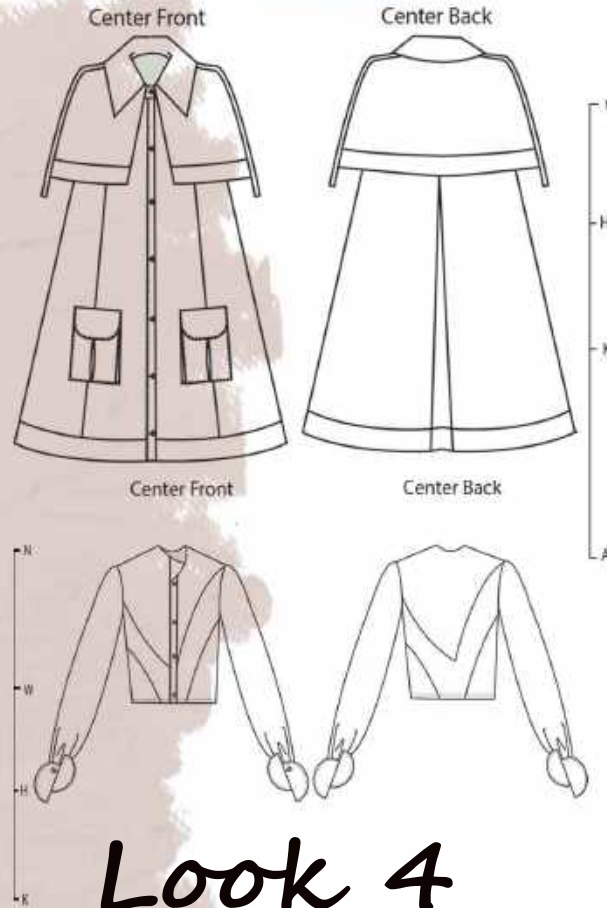
Front & back



Campaign



Technical Drawing



fabric



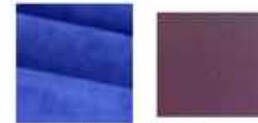
Linen prada (brown 1)

Linen prada (brown 2)



Linen prada (brown 3)

Semi wool



Suede

Crape

Look 4

Conchas Selltius

Lookbook



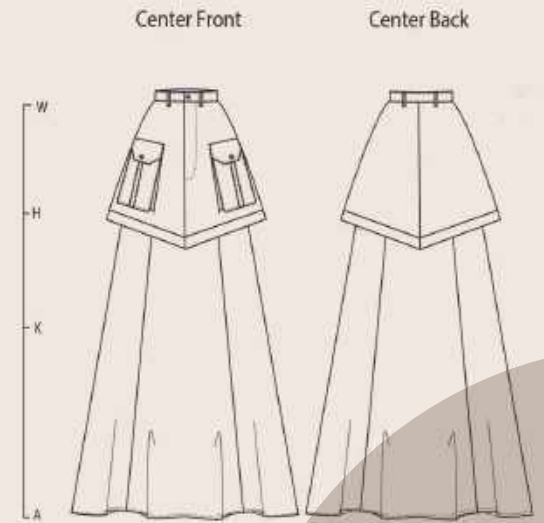
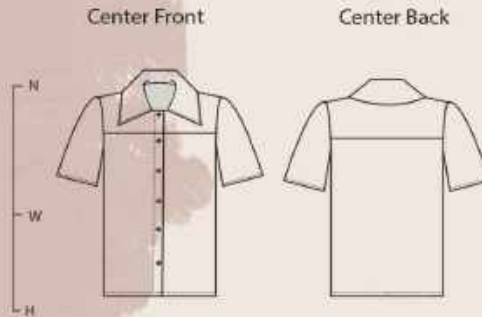
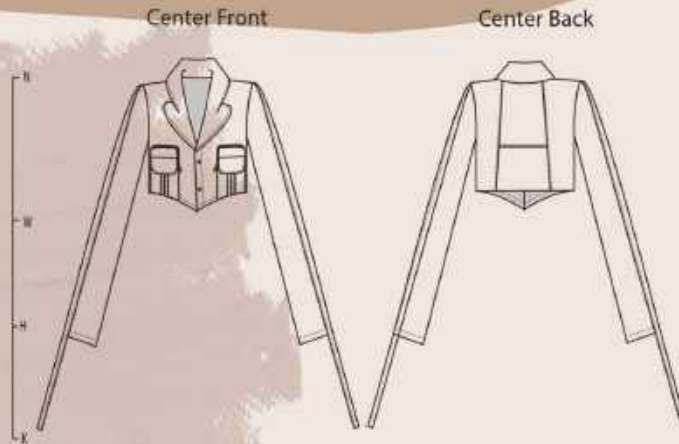
Front & back



Campaign



Technical Drawing



fabric



Linen prada
(brown?)

Job fabric



Wool silk

Job fabric



Suede

Semi wool



Semi wool

Look 5

Conchas Selltius

Lookbook



Front & back



Campaign



TRETA ANJANEYA

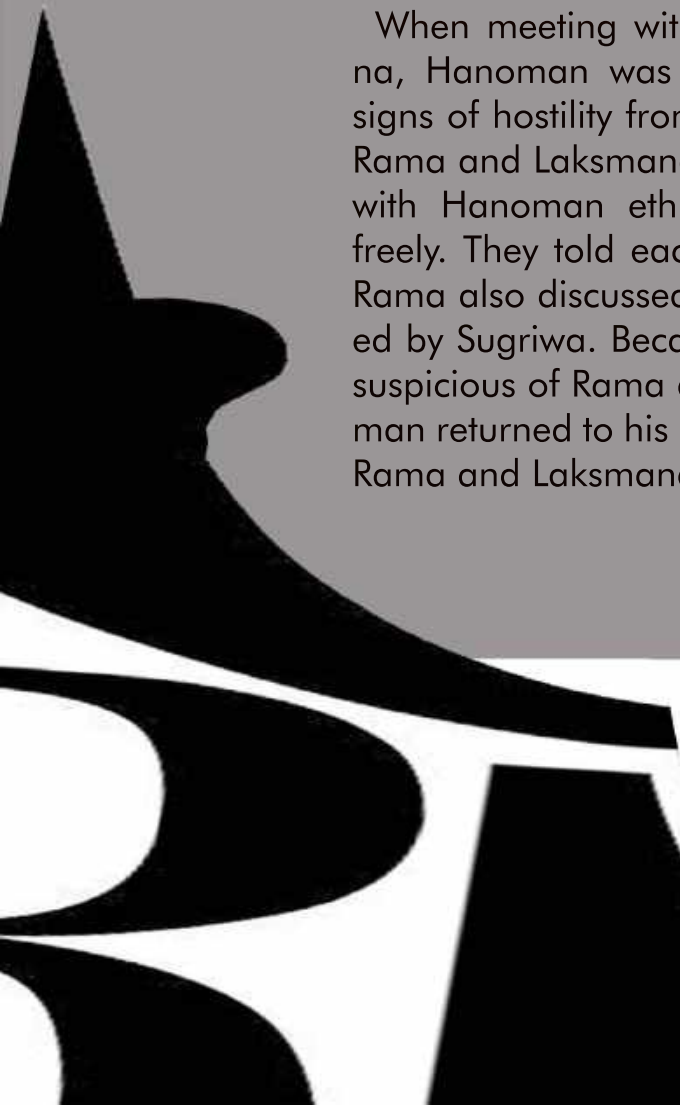
Couture Collection



INSPIRATION



The inspiration that I took for this when meeting with Rama and Laksmana, Hanoman was satisfied. He saw no signs of hostility from the two young men. Rama and Laksmana were also impressed with Hanoman ethics. Then they talked freely. They told each other's experiences. Rama also discussed his desire to be invited by Sugriwa. Because he was no longer suspicious of Rama and Laksmana, Hanoman returned to his original form and took Rama and Laksmana to accept Sugriwa.tereta which means the year of Hanoman's birth and Anjaneya is another name from Hanoman, which means "born of Anjani" or "Anjani's son". I took this inspiration because Hanoman is one of the good characters in the Ramayana story, who always sees the goodness of others too. He is a white monkey and is the son of Batara Bayu and Anjani.



When meeting with Rama and Laksmana, Hanoman was satisfied. He saw no signs of hostility from the two young men. Rama and Laksmana were also impressed with Hanoman ethics. Then they talked freely. They told each other's experiences. Rama also discussed his desire to be invited by Sugriwa. Because he was no longer suspicious of Rama and Laksmana, Hanoman returned to his original form and took Rama and Laksmana to accept Sugriwa.

In a mission to help Rama look for Sita, Sugriwa sent his missionary mission to go to all corners of the earth to look for signs of receiving Sita, and wanted to open a meeting with Rama if he could. but finally he managed to save Sita and eradicate the Ravana army.

CONCEPT

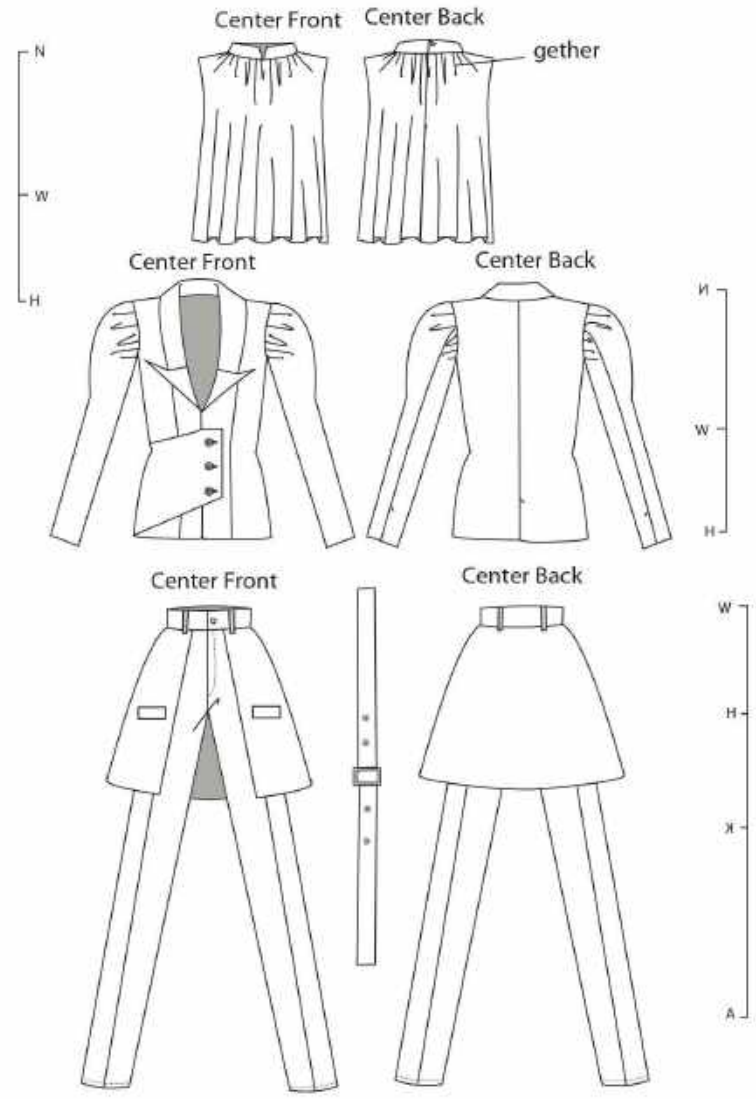
Silhouette that i took u, h, with over sleeve . for fabrics that i use wool, semi wool, flanel, and poleng fabric. i also added fabric manipulation to my collection with beads, and sewing techniques. the colors i took from this collection are white, black, red and gold. I took inspiration from the Hanoman clothes colours used in the kecak dance and for details. I took from the hanoman costume accessories, i also used the hanoman tooth inspiration that i applied to this collection to use fabric manipulation.



TRETA ANJANEYA



LOOK 1



T
E
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D
R
A
W
I
N
G

Lookbook

Front & back



Campaign



TRETA ANJANEYA

Couture Collection

Photographer : @espoirephoto

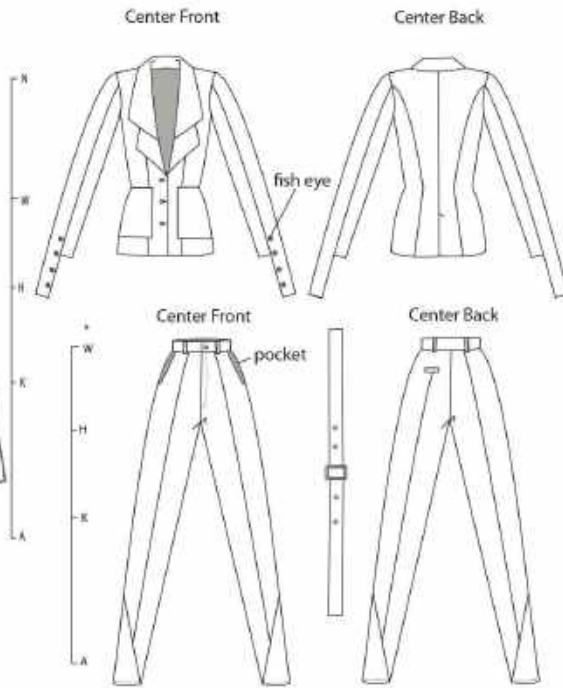
Stylist : @sabrinareformita

MUA & hairdo : @paintedby.lynn

Model : @wmodels_id (Fiona)

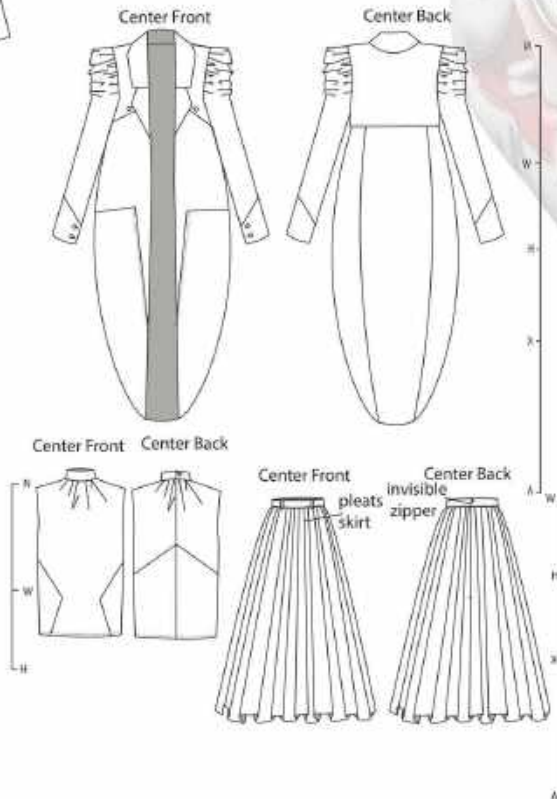
Studio : @paradigmstudio.sby

TECHNICAL DRAWING

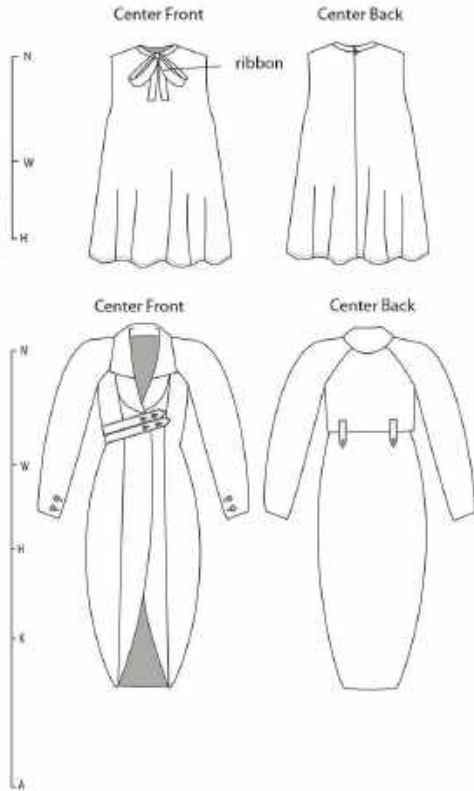


LOOK 2

LOOK 3

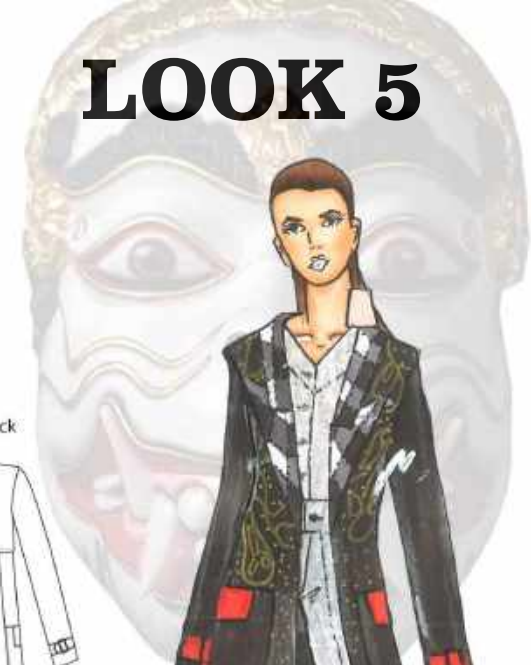
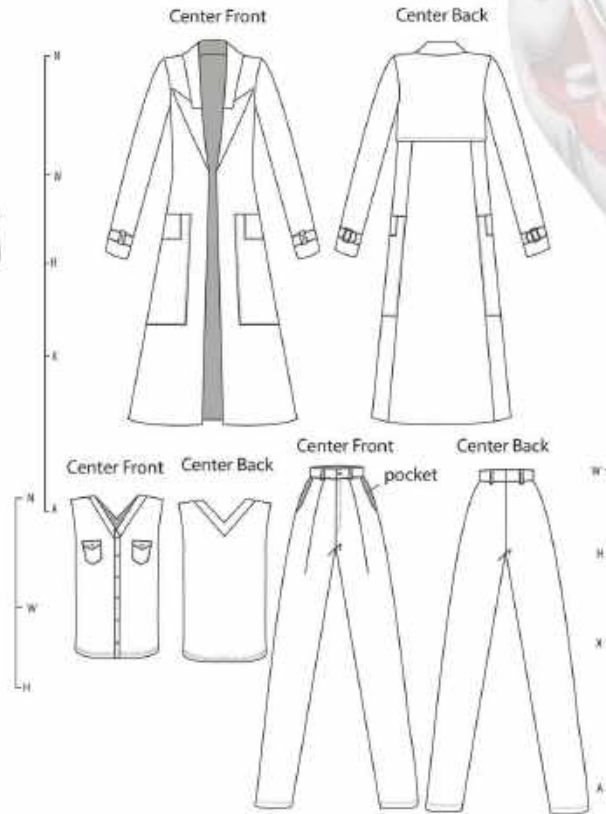


TECHNICAL DRAWING



LOOK 4

LOOK 5



KANJO SHIRI


Redress Collection





INSPIRATION

Ikébana is a senior flower arrangement that utilizes various types of flowers, grasses and plants with the aim of obtaining his wealth. Ikebana from Japan but has expanded throughout the world. In Japanese, Ikebana is also known as a gift (ka, flower; do, way of life) which emphasizes the senior aspect to achieve perfection in flower arrangement.



Inside Ikebana There are various styles, each of which has a special way of arranging various types of flowers. Certain streams require people to see flower arrangements right from the front, while other streams require people to see flower arrangements that make up three dimensions as mere two-dimensional objects.

In general, flowers arranged by stringing techniques from the West look equally beautiful from various perspectives and do not need to be seen from the front.

Unlike the senior flower arrangers from the West who are ready to decorative, Ikebana tries to create harmony in linear form, rhythm and color. Ikebana is not concerned with the beauty of flowers but on aspects that are in line with the linear lines. The forms in Ikebana consist of three points representing heaven, earth, and humans.

Ikebana stringing technique uses only fresh flowers / plants. In Ikebana, flowers, twigs, stems are an important part of the series. Even flower fractures have a special meaning. The full bloom represents the past and the half bloom represents the present while the flower bud is a symbol of the future.

"Ikebana" has a different stringing technique compared to the flower arrangement technique. The results of this drafting technique are clearly seen in his appearance. The art of flower arrangement from the West (flower arrangement) is decorative, while Ikebana tries to create harmony in linear form, rhythm and color. Ikebana is not concerned with the beauty of flowers but on the aspect of its arrangement according to linear lines. The forms in Ikebana are based on three dots representing heaven, earth, and humans. What is very clear from Ikebana is that the series is much simpler than the flower arrangement.



CONCEPT

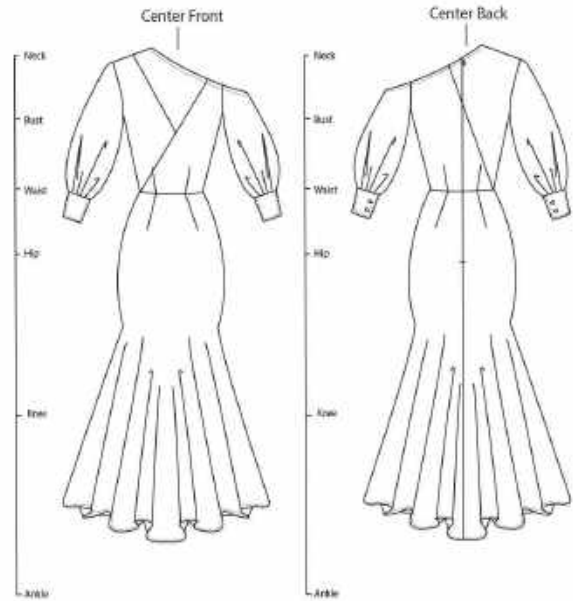
The concept that i use with the zero waste technique, by using the recycled cloth and fabric leftover with a beautiful flower shape using laser cut. Creating a series of ikebana, according to my inspiration. The fabric used is duces and tiles. The silhouette seen in my collection gives the impressions of being sexy and elegant



KANJO SHIRI

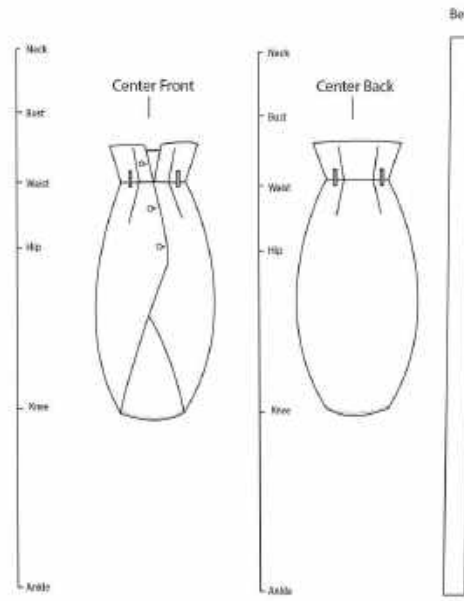


technical drawing



0,5 Hemline
0,1 Cuff Sleeve

- invisible zipper 60 cm, same colour
- button : no-hole button 15L (4+1)
- brand label on center back bodice
- duces with fabric manipulation, persian
- duces with tile and fabric manipulat- duces with fabric manipulation, persian
- duces with tile and fabric manipulation, pale yellowish pink on, pale yellowish pink



0,1 belt loop

- button : no-hole button 36L (3+1)
- brand label on center back bodice
- duces with tile, red
- duces, persian (belt)

KANJO SHIRI

fabric



Lookbook

Front & back



Campaign



KANJO SHIRI

Redress Collection

Photographer : @espoirephoto

Stylist : @sabrinareformita

MUA & hairdo : @paintedby.lyn

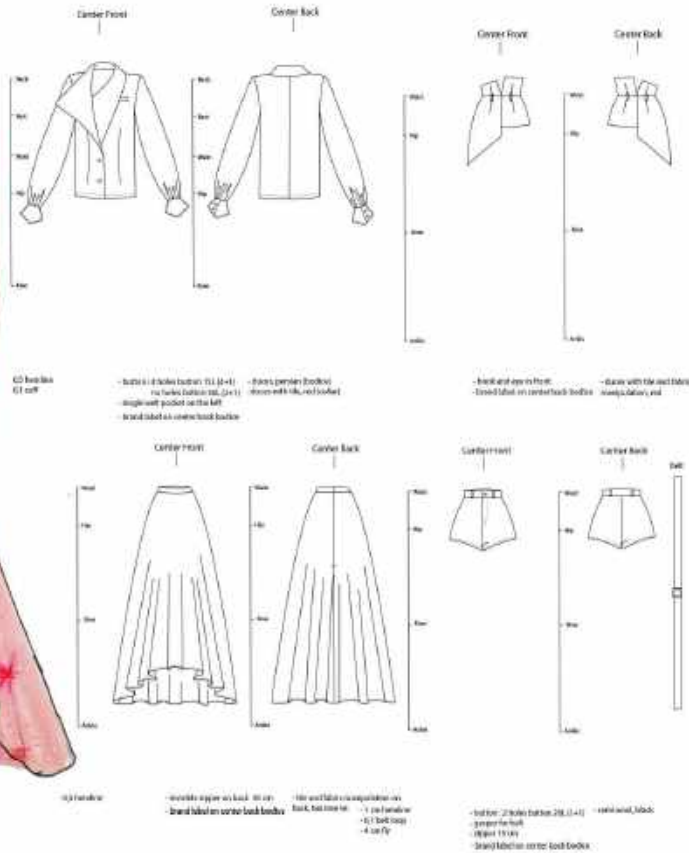
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Studio : @paradigmastudio.sby

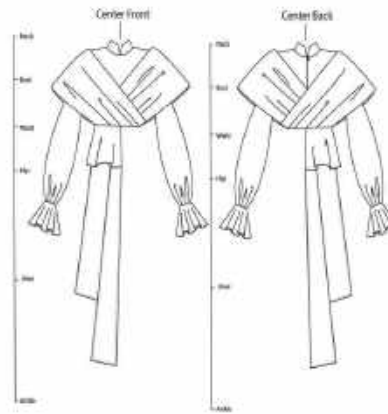
Decoration : @ozora.atelier

technical drawing

Look 3

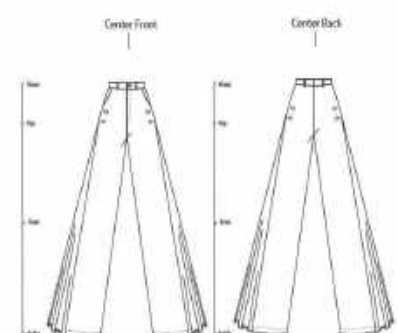


Look 2



6.1 female

- button: 2 (holes) buttons 218 (1 + 1)
- zipper on back
- Waist: 19 cm
- brand label on center back bodice
- button: 4 (holes) buttons 241 (1 + 1)
- 4 buttons buttons 241 (1 + 1)
- zipper: 13 cm
- brand label on center back bodice



6.3 belt loop, waistband, heavy pocket

1 female

- button: 4 (holes) buttons 241 (1 + 1)
- 4 buttons buttons 241 (1 + 1)
- zipper: 13 cm
- brand label on center back bodice
- button: 4 (holes) buttons 241 (1 + 1)
- 4 buttons buttons 241 (1 + 1)
- zipper: 13 cm
- brand label on center back bodice



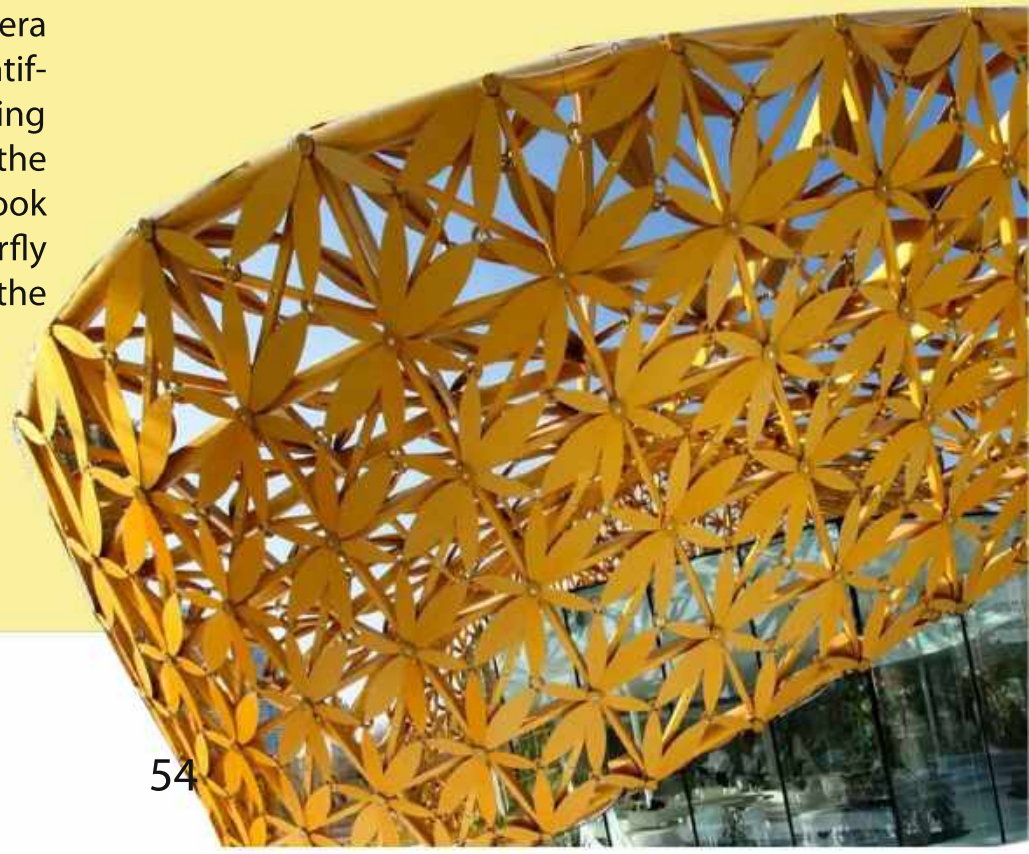
The background features a large, light yellow rectangular area on the right side. To the left, there are several vertical, wavy golden lines of varying thicknesses. In the bottom left corner, there is a large, semi-circular golden shape. The overall aesthetic is modern and abstract, with a focus on golden tones and geometric patterns.

RHOPALOCERA

Avant-garde

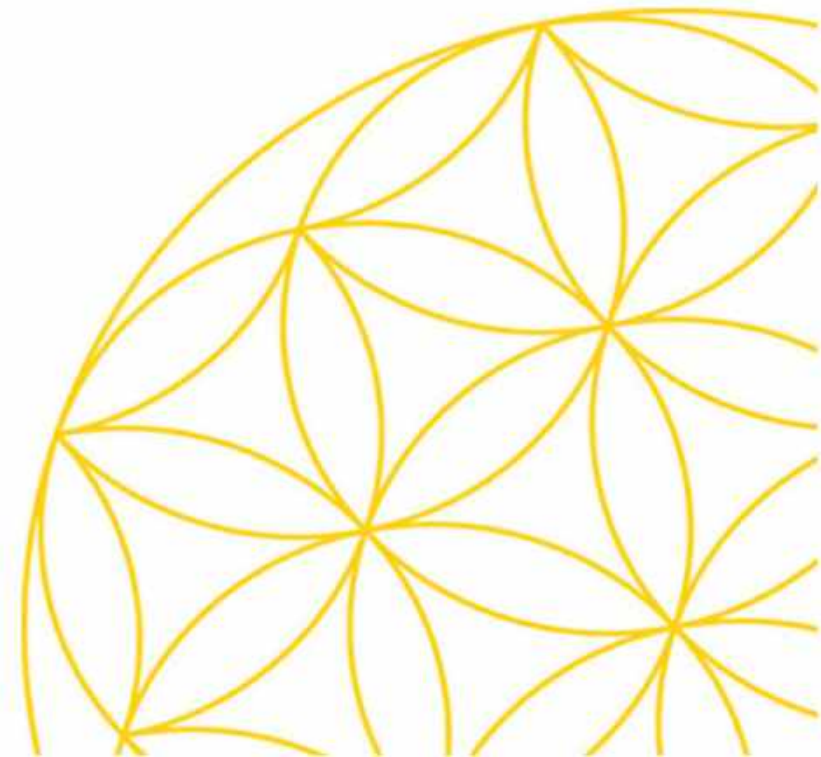
INSPIRATION

The name of my collection is Rhopalocera Vilion which means Rhopalocera the scientific name of butterfly which means free flying and vilion which means the structure of the pavilion building. The inspiration that I took in this semi avantgrade collection is Butterfly Pavilion in Sharjah. What I took from the winding structure of the building.



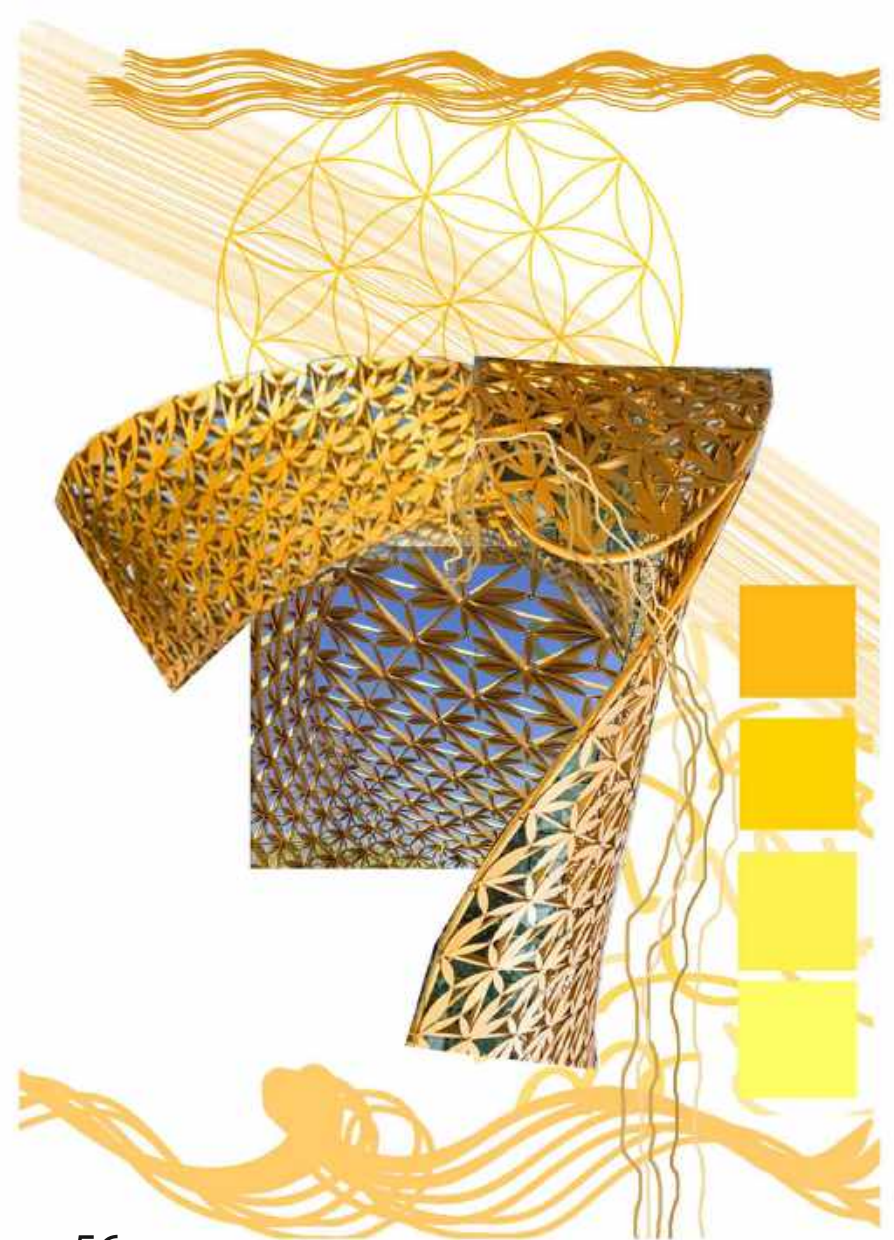
The Butterfly Aviary is located at the center of the Butterfly Pavilion, shaded by its defining golden roof. The polygonal architecture is an artificial eco-system, and its rainforest biotope – populated with countless butterflies – is housed inside a sealed climate skin. The biosphere's steel structure is clad with an all glass façade construction, providing just a minimal barrier between inside and outside. Organic skylights provide spectacular views into the shading structure and allow shadows of the golden leaves to enter the aviary. The light that enters and the shadows this creates define the mood inside the biotope.

In the Butterfly Aviary, layers and superimpositions of shadows, projections, real and printed plants, shimmering colors and soundless butterfly wings, all of them organic, integral, in motion, established categories of wall, floor, ceiling dissolved in shimmering motion. The natural becomes artificial – the anthropogenic resembles nature.



CONCEPT

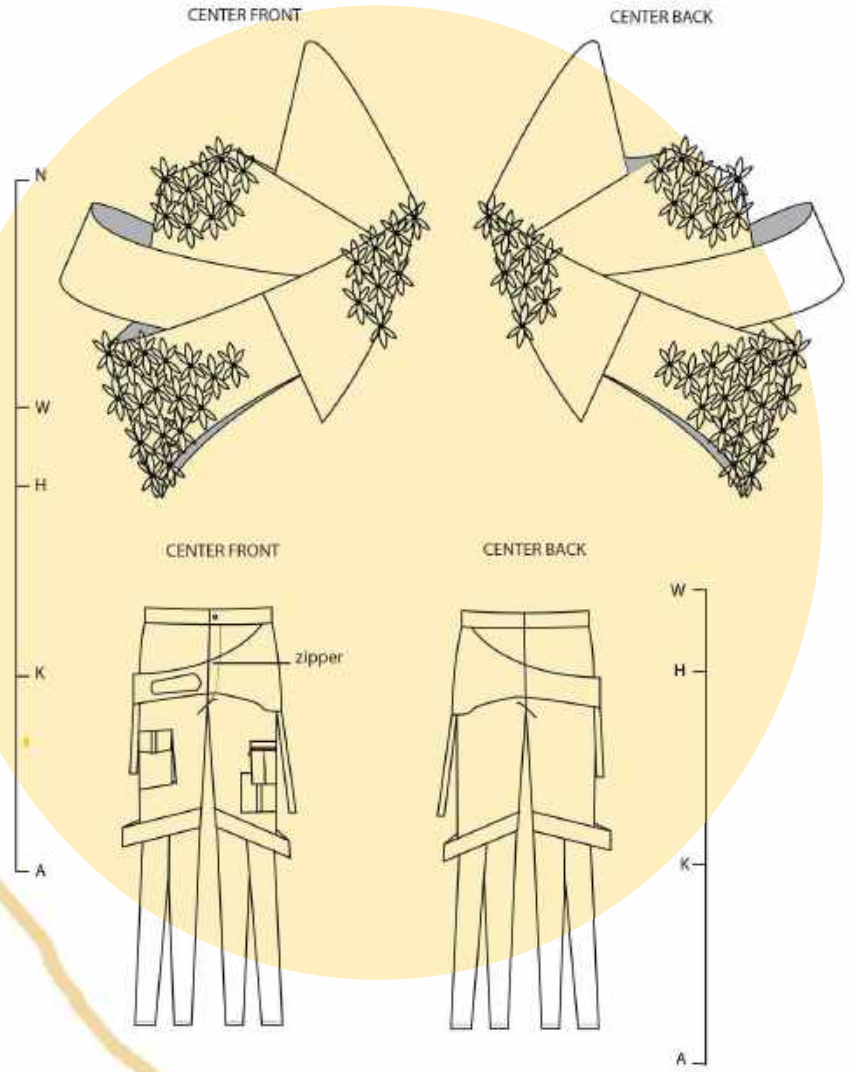
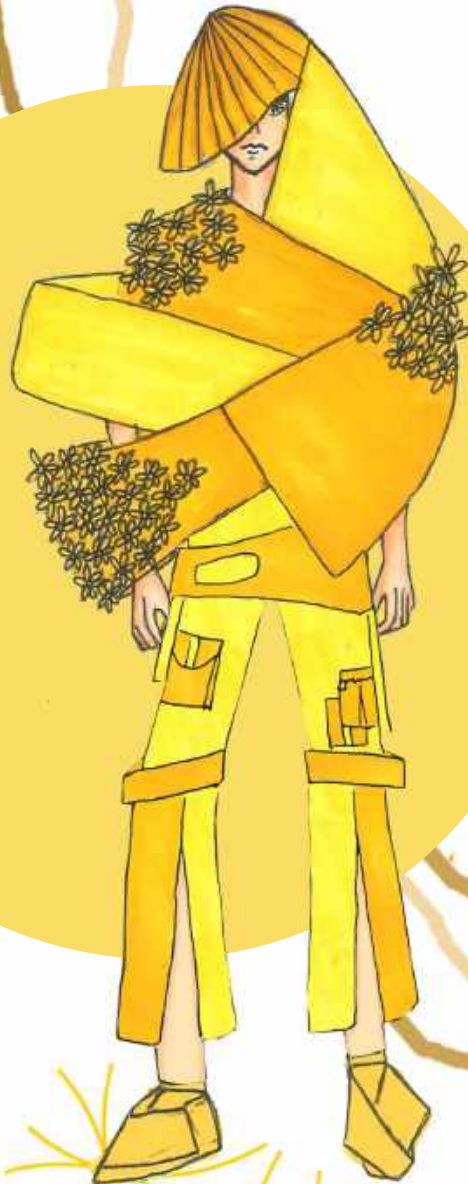
The concept I took from the building silhouette because it is very bumpy. the color that I took from this building is the yellow color that is shades according to the color of the theme. I also use stitches for fabric manipulation to form flowers. And stitches in accordance with the shape of the architectural framework of the building.



RHOPALOCERA



LOOK 1



Lookbook

Front & back



Side



60

Campaign



RHOPALOCERA

Avant-garde

Photographeur : @espoirephoto

Stylist : @gna.vt

MUA & hairdo : @cliffaye.aw

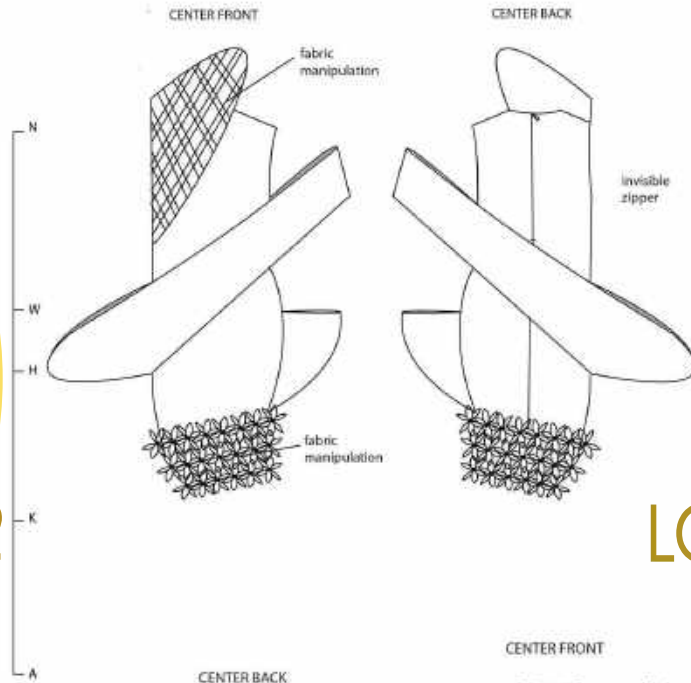
Model : @a.m_models (Steven)

Studio : @paradigmastudio.sby

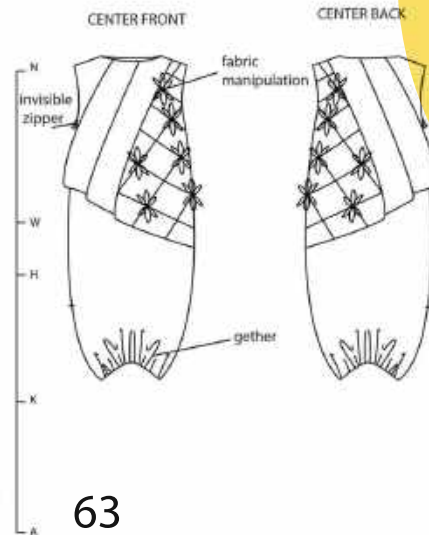
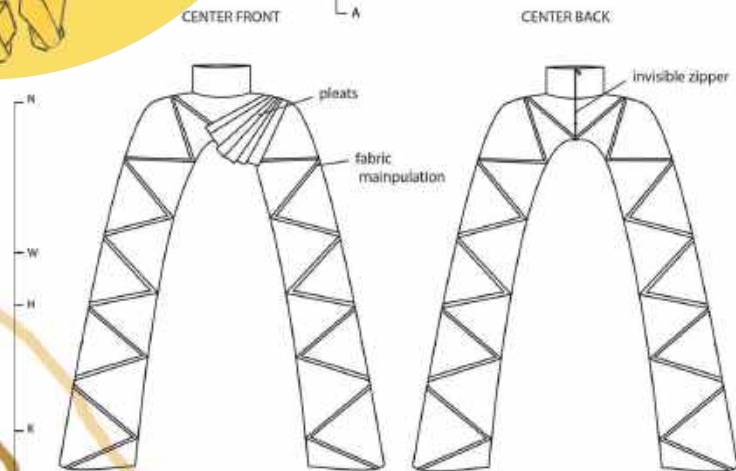
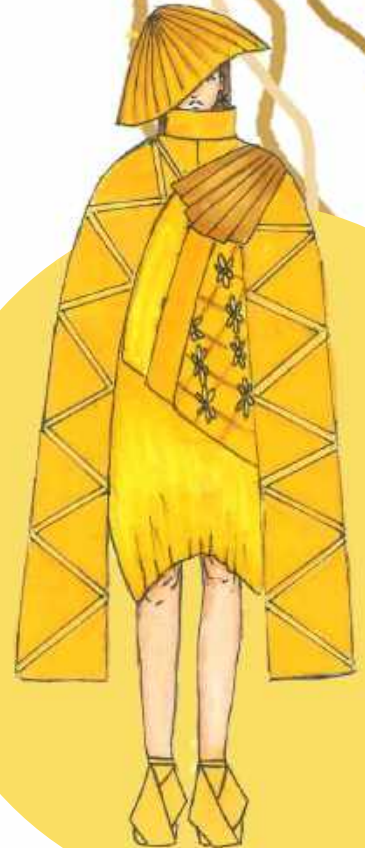
TECHNICAL DRAWING



LOOK 2

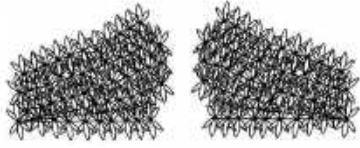
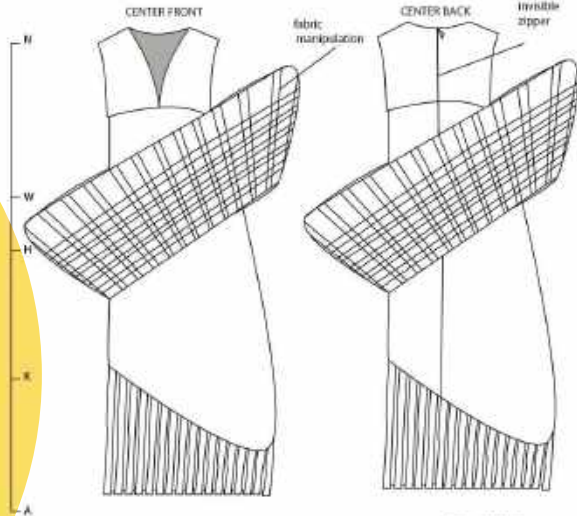


LOOK 3

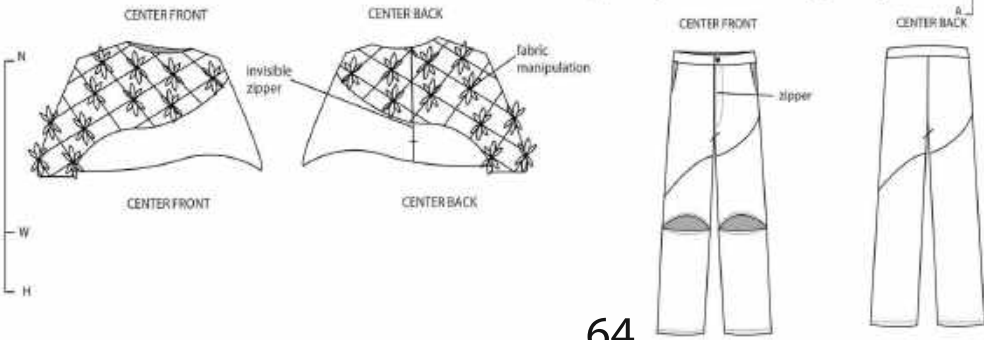




LOOK 4



LOOK 5



W-GARDEN

Blue Collar Collection

INSPIRATION

The name of my collection is W-Garden which means W for a dirty worker, garden is my inspiration in this collection. My collection is inspired by a gardener who always works hard outside because someone who does gardening has a calm heart because he loves plants. I took this inspiration because in the past I often saw farmers working hard in their gardens. Gardening on a small scale can make the mind relax and relieve stress. I loved gardening from when I was a child because gardening is a fun activity. Gardening is a positive habit that anyone can do. Plants bring beauty and freshness to a place. Plants also help make humans feel more present. I also add inspiration to my dirty workers who are usually used as laborers in accordance with the theme.



CONCEPT

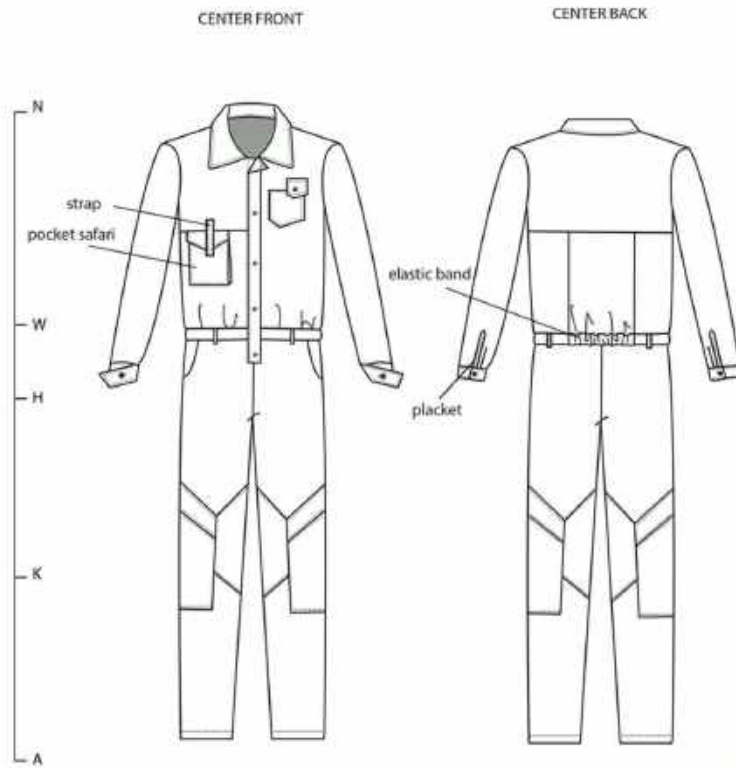
The concept that I took was a gardener and blue collar who was combined into one. With silhouette that is oversize. Add a safari bag to the collection. In the collection that I make a piece of each look. The colors that I put on this collection are army green, jeans blue, black. To make manipulations I use the abstract behind his shirt.

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TECHNICAL DRAWING



LOOK
1





W-GARDEN

Blue Collar Collection

Photograpers : @espoirephoto

Stylist : @gna.vt

MUA & hairdo : @cliffaye.aw

Model : @a.m_models (Steven)

Studio : @paradigmastudio.sby

Lookbook

Front & back





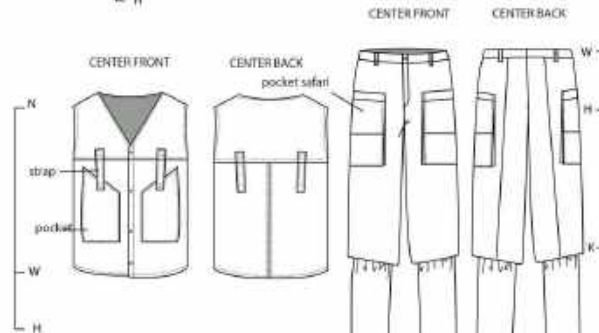
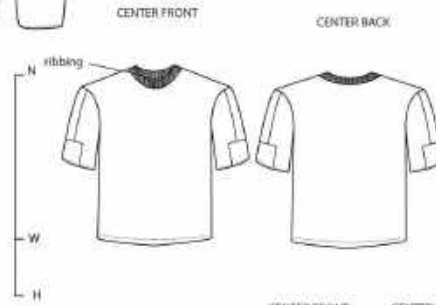
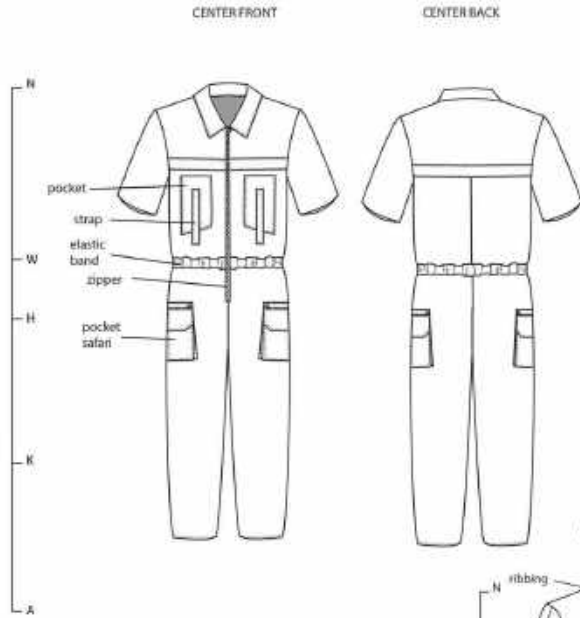
Campaign



TECHNICAL DRAWING



LOOK 2



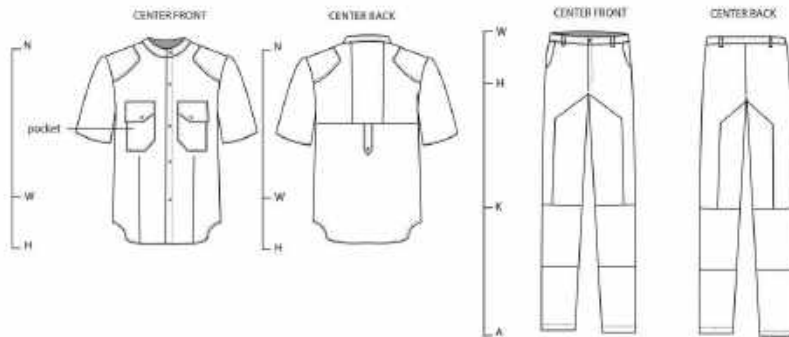
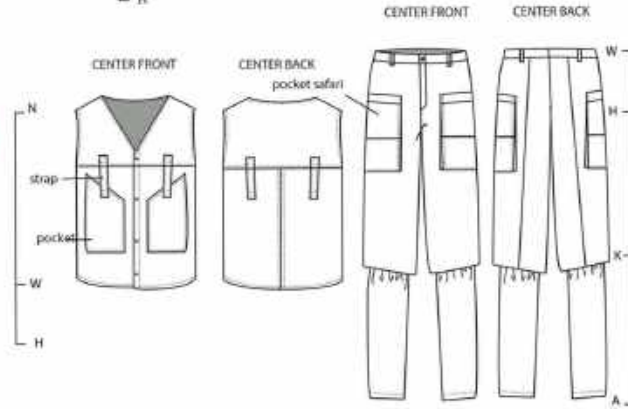
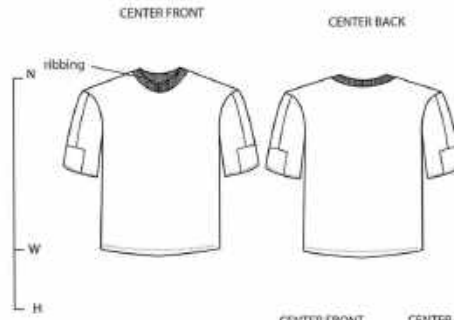
75

LOOK 3





LOOK 4



LOOK 5



BEETERA

Kids Wear



INSPIRATION

The collection that I took was inspired by beetles because beetles have many different types and have many colors. I chose this beetle because this project is for kids wear so it reminds me of a bad girl who is excited when I was a child, I was interested in living things out of curiosity. I often play outside with my childhood friends and try to catch insects, and beetles are one of them. So this is an inspiration for kids wear and applied to preppy models. In this collection I use the patchwork technique because it reminds me of a box where I used to store beetles as toys. And in my collection this time I use blue as this collection because I was inspired by blue beetle. And people used to say in my area if someone found the blue beetle is a sign of luck because the blue beetle is a gift from the sky god.

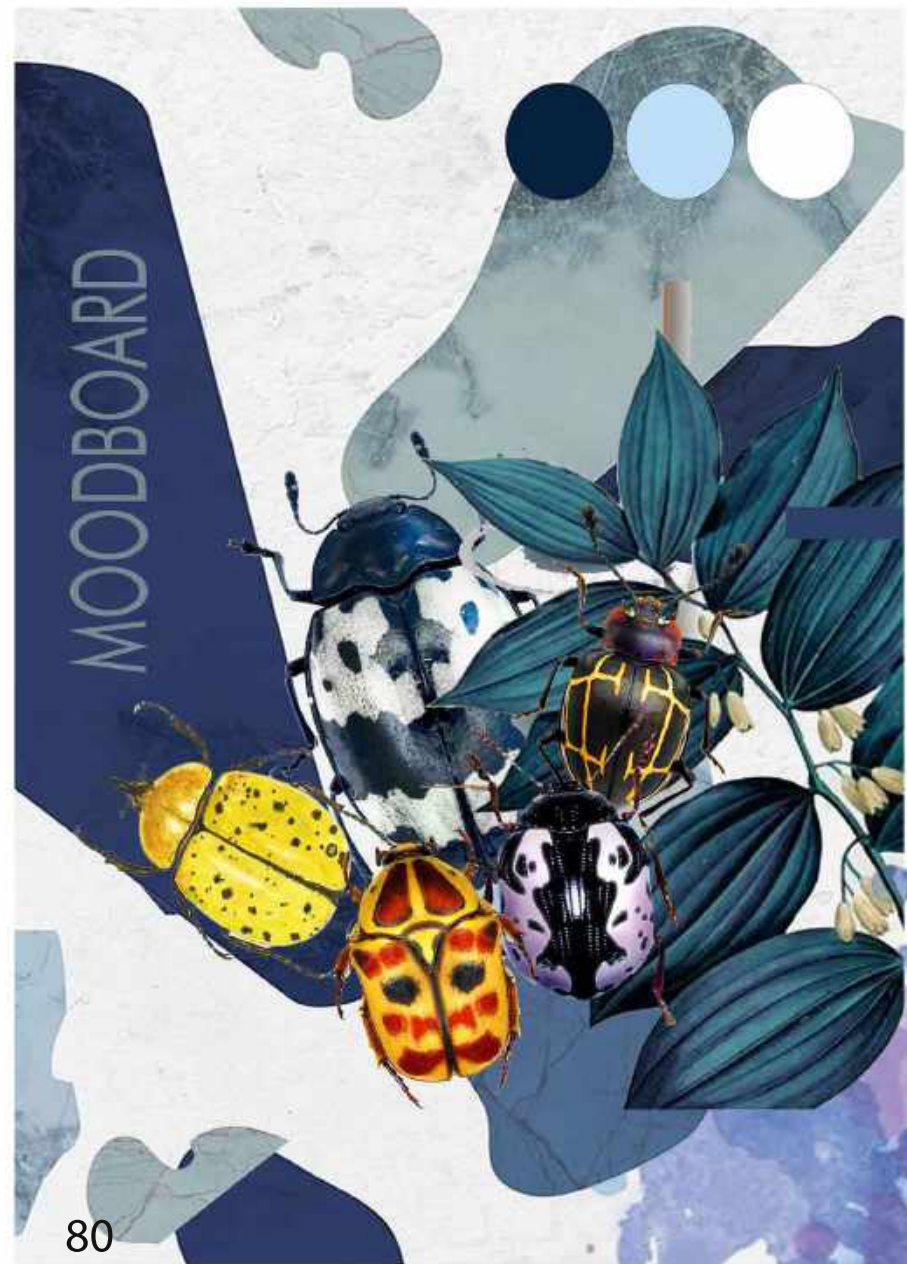


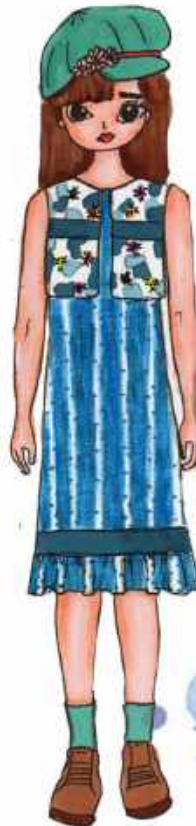
The name this collection "Beetera" which means bee (beetle) and tera (coleoptera) The word "Coleoptera" comes from the Ancient Greek koleopteros, literally meaning "wing sheath", from koleos meaning "sheath" and pteron, meaning "wing" Button. The name was given to this group by Aristotle because of their elytra, the hard front wing resembling a shield.

Beetles have more species than any order, covering almost 25% of all known types of animal life forms. About forty percent of all insect species that have been described are beetles (around 400,000 species).

CONCEPT

The concept I took from beetles, so I used details like the beetles, to be included in my collection. The colors that I use, light blue, dark blue, black, and white. The fabric that I chose for children to wear this corduroy, wool, semi wool. The technique that I use in this collection is patches, embroidery, and offers for beetles. This time the collection is with a preppy concept for spring-summer. I developed a silhouette in this collection with an A-line skirt, flare skirt, peter pan collar, etc.





BEETERA



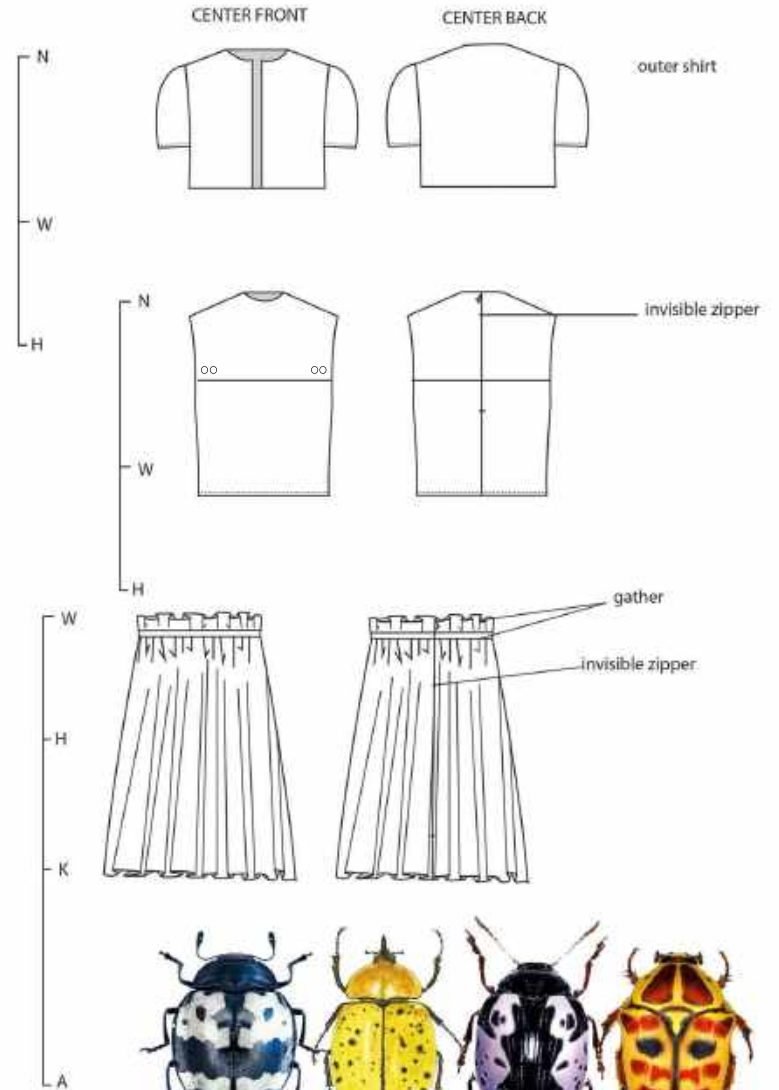
81



LOOK 1



TECHNICAL DRAWING



Lookbook

Front & back



Campaign



BEETERA

Kids Wear

Photographer : @sansanxie @widyaxie

MUA : @eudiaisabellemakeup

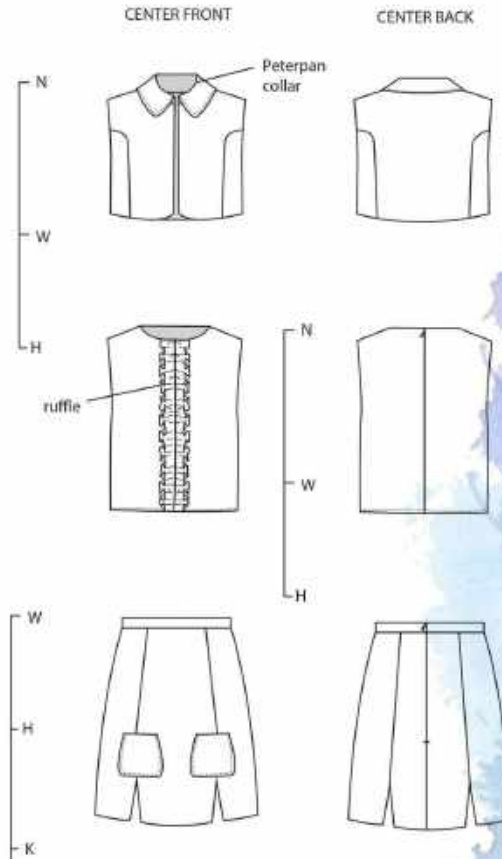
Model : @twinsmodel

Studio : @primestudiosby

Accessories : @callmeverin

TECHNICAL DRAWING

LOOK 3



LOOK 2



TECHNICAL DRAWING

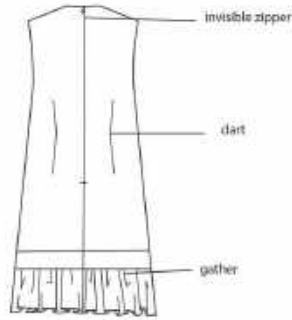
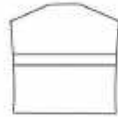
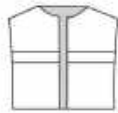
LOOK 5



CENTER FRONT

CENTER BACK

N
W
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A



LOOK 4

CENTER FRONT

CENTER BACK

N
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Seamless pattern



Inspiration from nature and water



Fashion Design