



SHERTIENNE



Portfolio

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诗恬

Malaysia Design Archive

Dive into the world of Shertienne,
where tradition grounds fantasy.
Where Malaysia's heritage flows
into wearable art fit for legends
of the sea. It invites you to
reimagine what mermaids can also
be. Whether you are on land or
in water, this is a brand for both
dreamers and traditionalist to
embody designs shaped by myth
and memory.

This is your tranquil poetry.

SHERTIENNE

YOUR TRANQUIL POETRY

The story begins with the first tide - Clouded Allure.
Taking inspiration from Wau Bulan, a traditional Malaysian kite and combining it with the mermaiding sport, it blurs the line between the skies and the seas, just like dreams and reality. This collection features unique silhouettes that offers the sense of escapism as a mermaid while grounding you in reality through the sheer materials that reveals your human form.



- 7736 C
- 520 C
- 7427 c
- 146 C
- 7752 C

Malaysia's Wau Bulan
(Traditional moon kite)

Clouded Allure
S/S26

Aspirational Consumers

This collection was specifically designed to take advantage of the exposure during the graduate show and therefore targetted towards aspirational consumers as London does not have a large mermaiding community yet.



2 Short travels
a year



Age: 15-35



Content
consumer and
creator



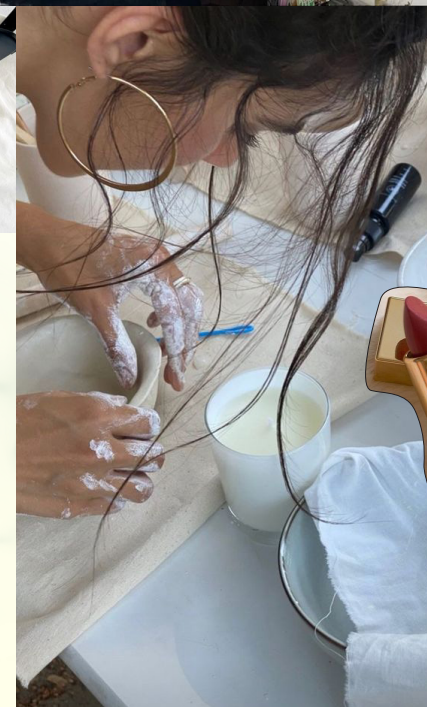
Location: London for partnership
and collaborations, remote and
have access to social media for
content sharing



Art &
culture



Dreamers



cares for
sustainable
option but can't
afford many



Income: 34k - 53k a year



Social media
fluent



Materials

Douppion



Powermesh



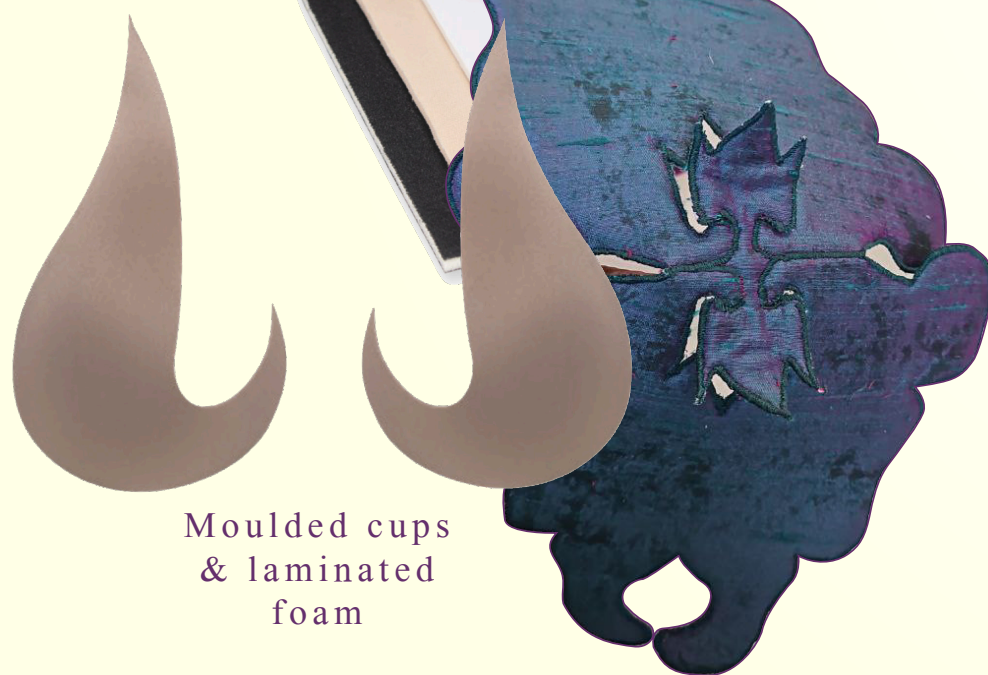
Elastic



Hook and loop tape

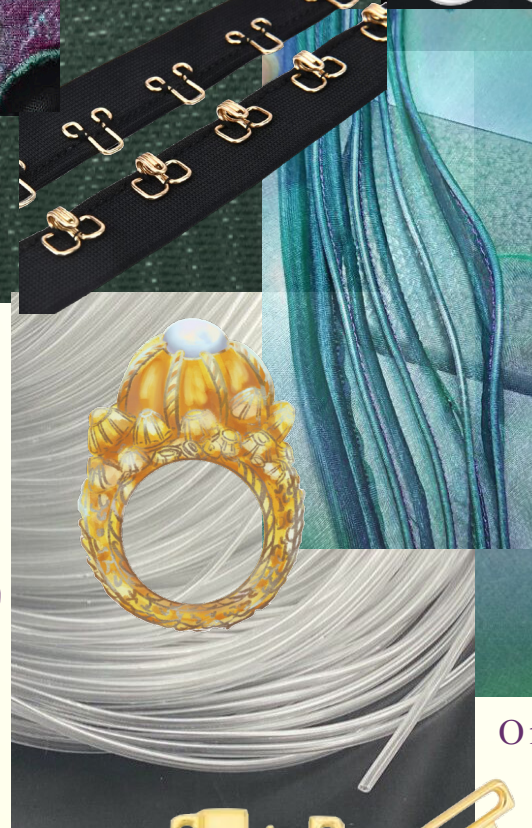


Incorporating colour shifting materials is one of the brands signature design element. Green and purple will be the primary colours for Clouded Allure with additional pop of colours through the silicone scales.



Moulded cups & laminated foam

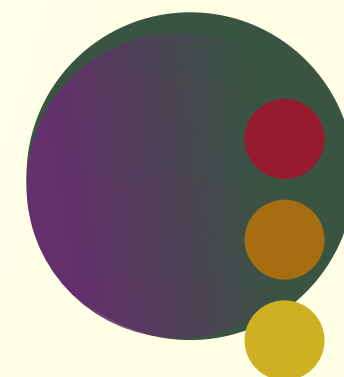
Organza



Gold elements



Sticky silicone wing



7736 C

520 C

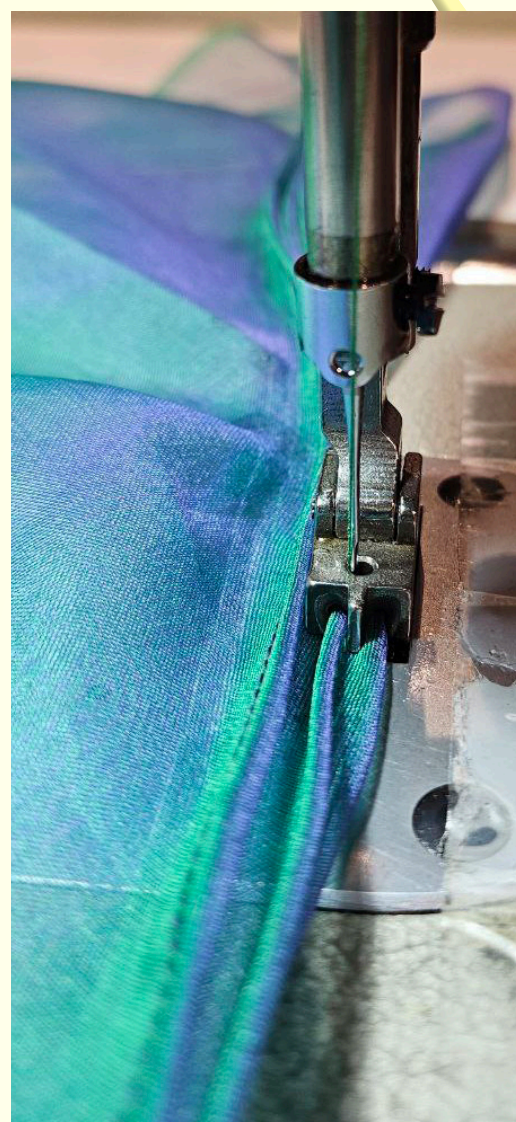
7427 c

146 C

7752 C

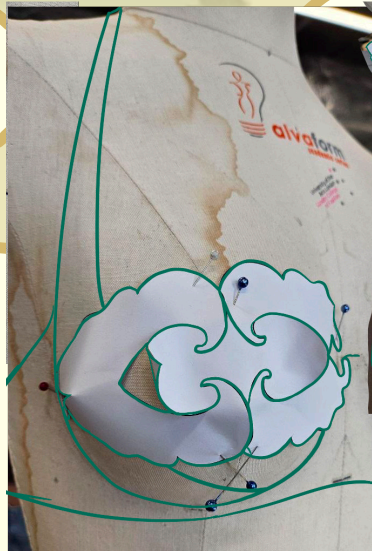
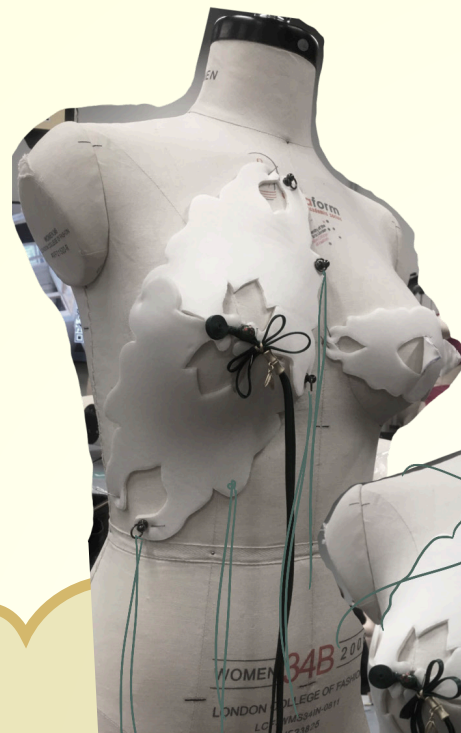
Piping is sewn using
an invisible zipper
footer on fabric's
bias

Ideally, piping would
be 1 cm apart



This manipulated
organza is only used
for “Fin-like” details
and does not effect the
overall fit of garments

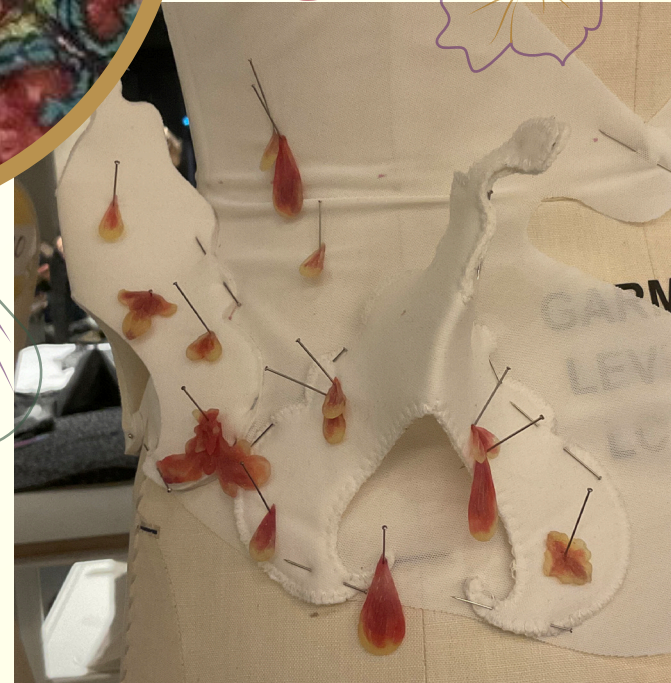
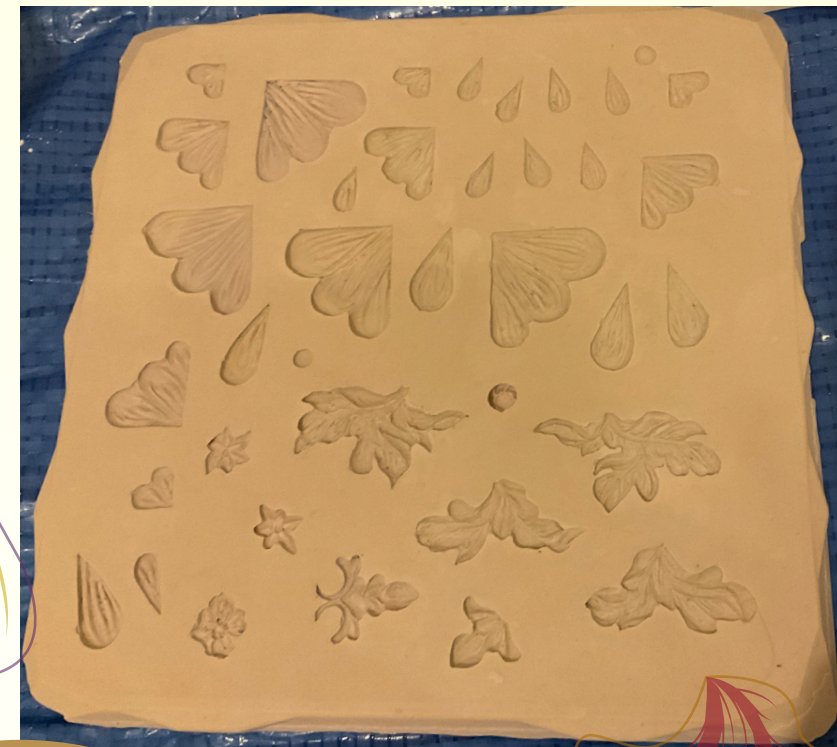
SHAPE & LINE DEVELOPMENT



necessary

Cut out shapes
taken from the
motifs on Wau

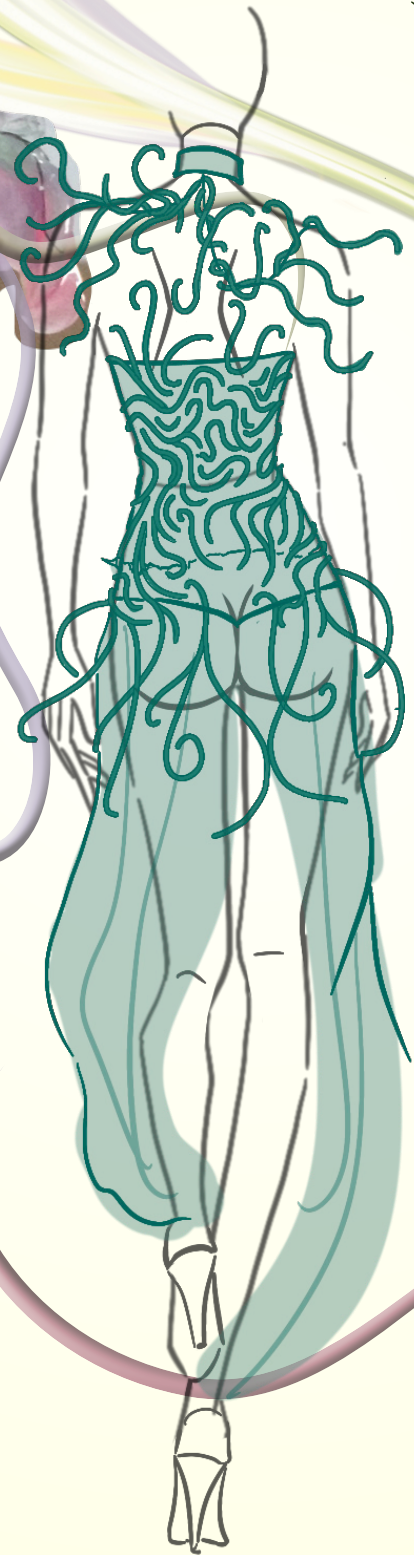




SILICONE SCALES

DEVELOPMENT

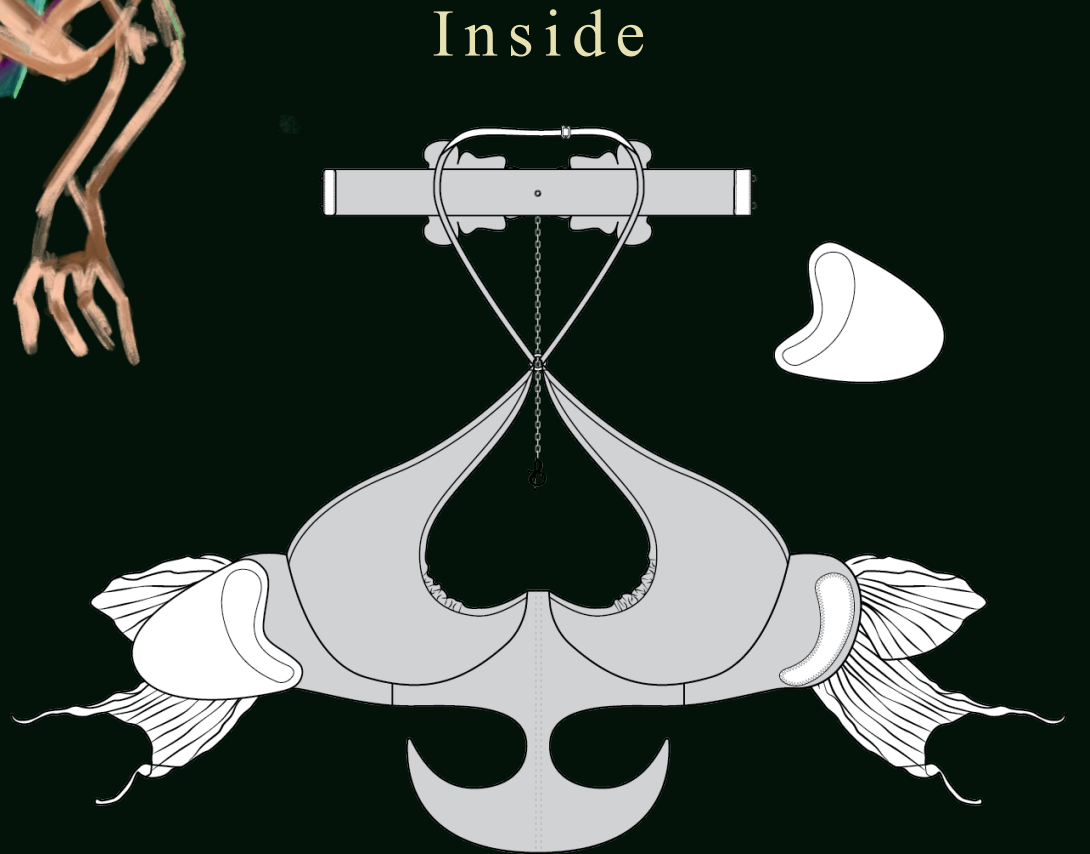
ADDITIONAL SILICONE DEVELOPMENT





Clouded Allure
S/S26

Featuring a backless soft bra with a halter neckline, detachable collar/choker, and organza fin details on the side to camouflage where the sticky silicone wings will go. This is paired with a hipster with side cut outs and styled with a mermaid tail in this collection.



Look 1



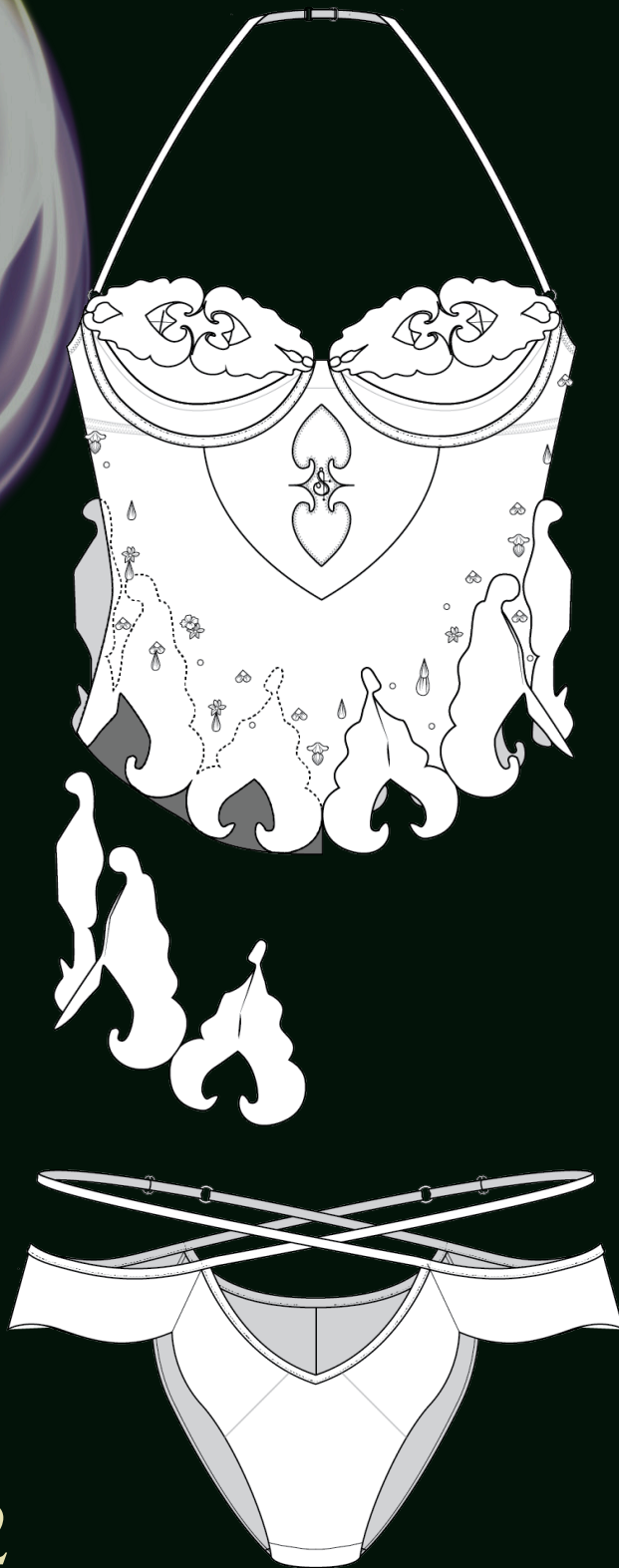
Final product



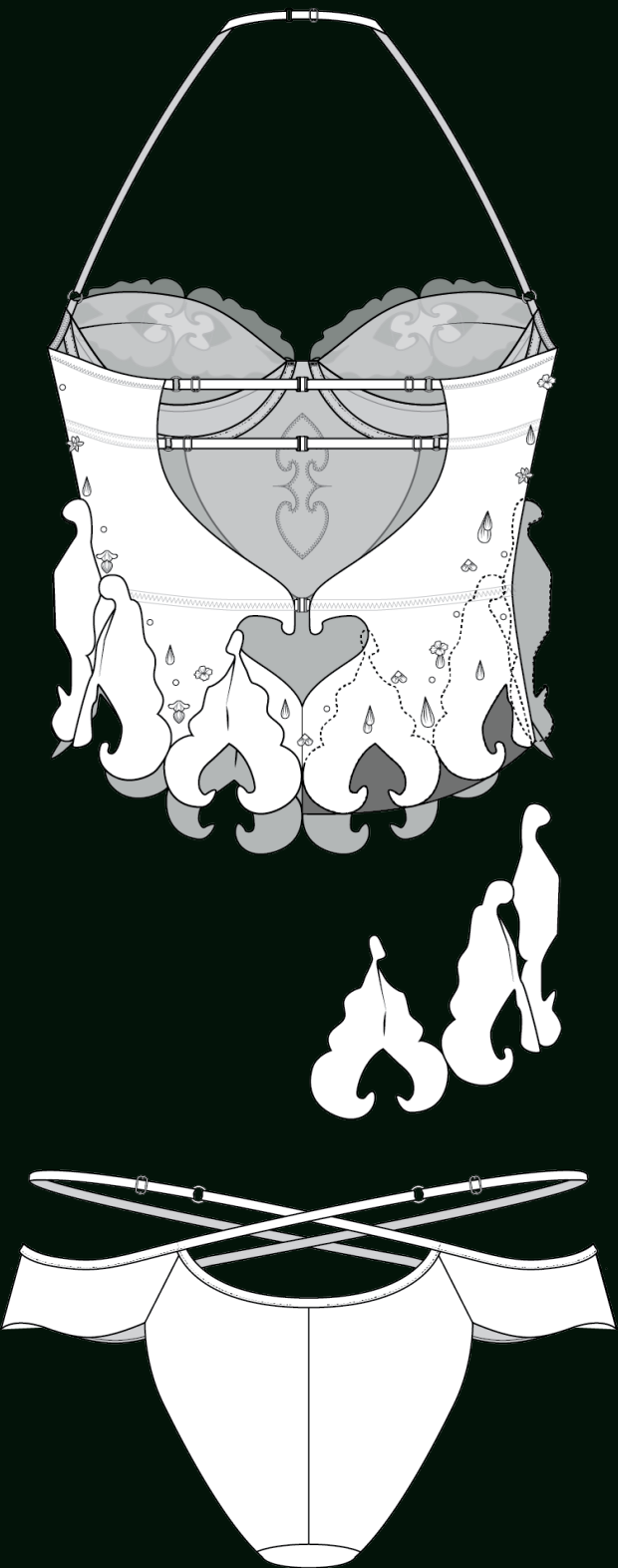
A longline bra with a halter neckline, highlighted with foam shapes detailed at bust cup and waist line. This is paired with a bikini with adjustable straps.



Front



Back

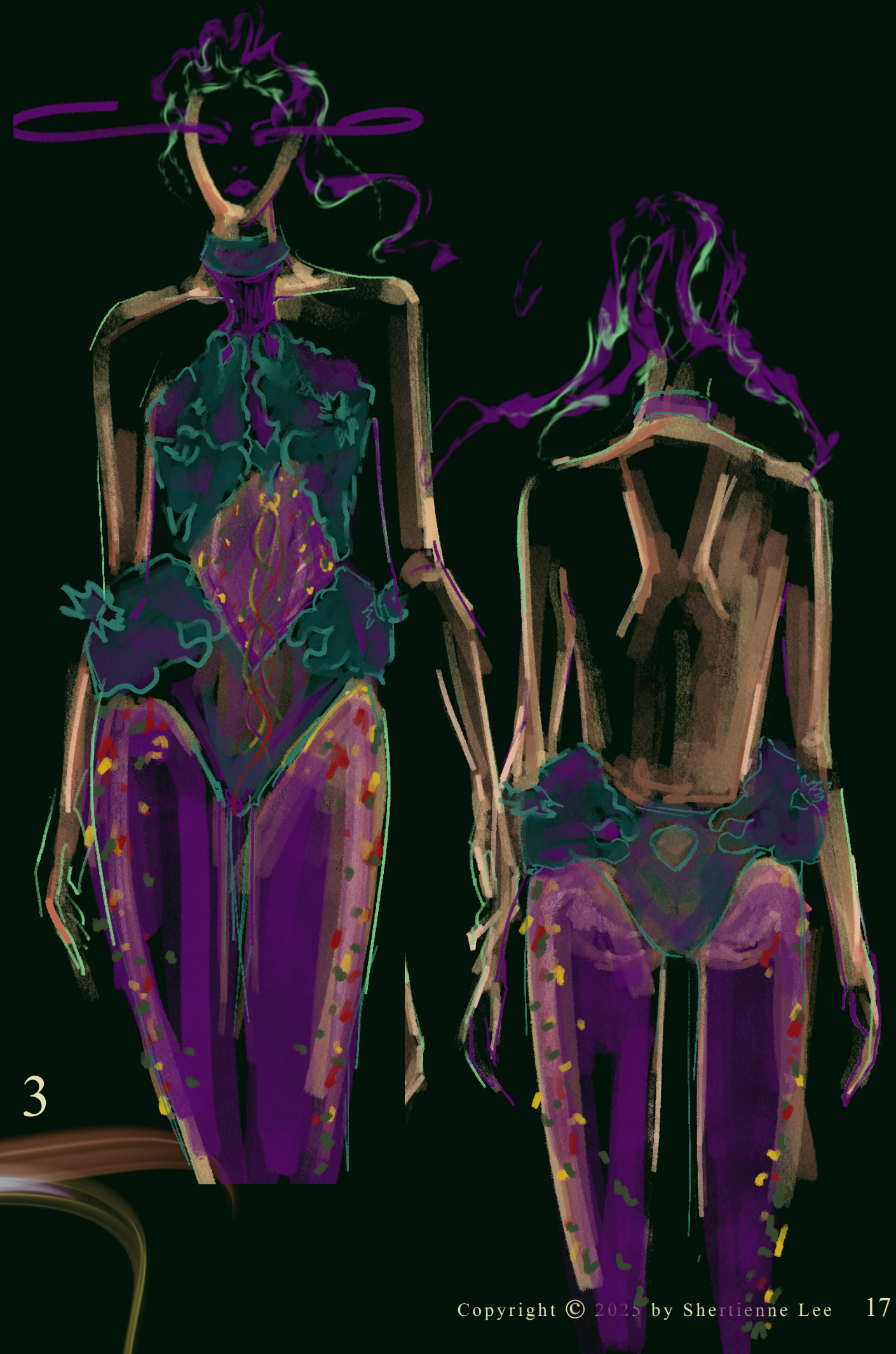
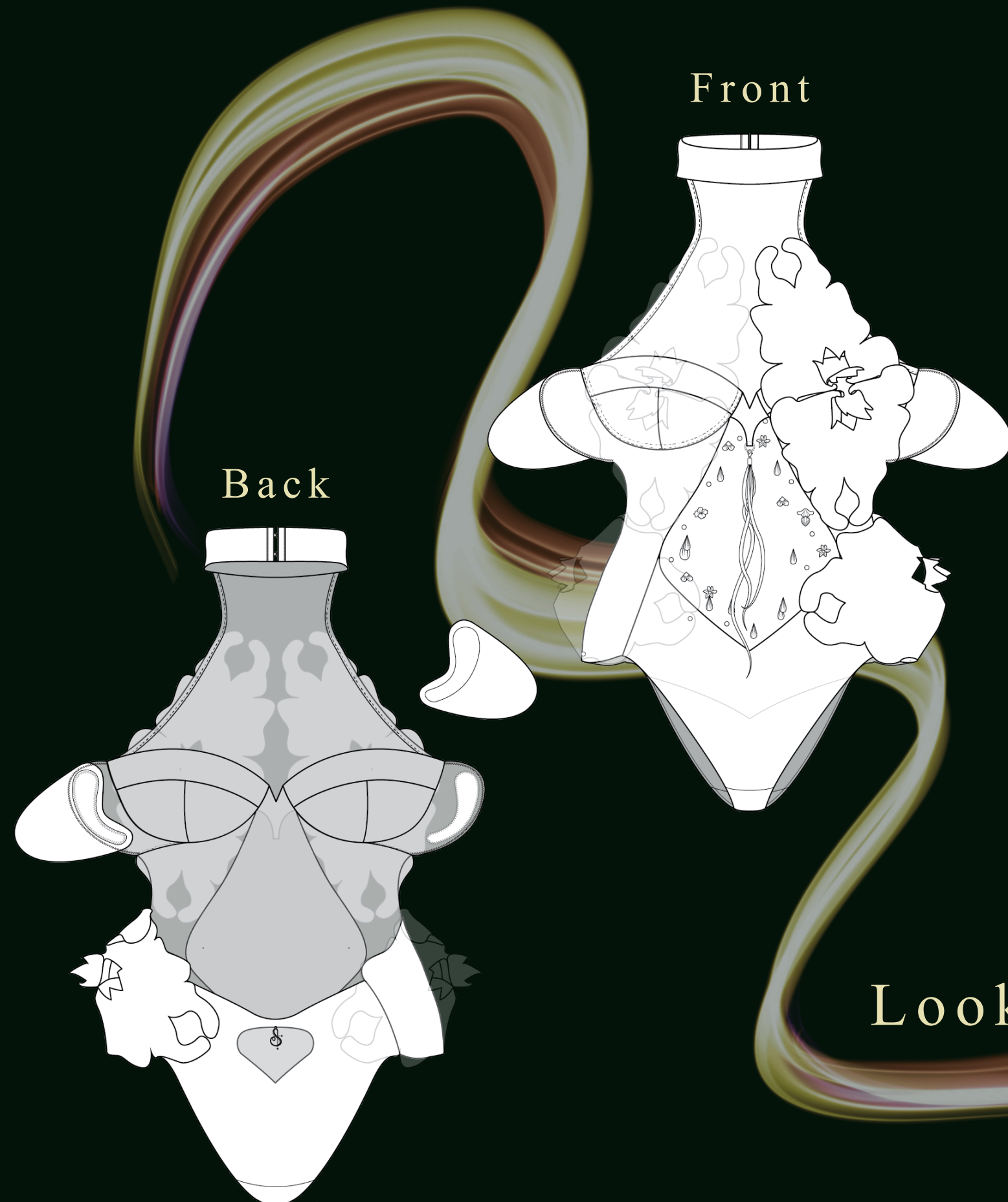


Look 2



Final product

Backless bodysuit with halter neckline and collar, balcony wire and foam shapes on bust and hips. It also has an Oring at the bridge for a detachabel silicone accessory. Logo pendant is placed on the back key hole.



Look 3



Final product




Sustainability recognition statement

The brand recognizes that there is currently no perfect solution to create mermaiding products that are 100% safe for the ocean and it is a research still in development, this includes this collection as well as swim and diving wear.

This collection is meant to spread the awareness of mermaiding as a sport, share about Malaysian heritage and discuss the sustainability of mermaiding products in the market.





Shertienne hopes that the
collection had inspired others and
made mermaiding more known and
exciting to try.

The poetry is yours to write.



SHERTIENNE