Graphic Design Showcase

2026

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EIZATTEE ANYSS BINTI EMMY JASMIN

RODONG TENUN:
Modernizing Pahang's Weaving Heritage

This project addresses the declining popularity of Tenun Pahang Diraja among Malaysian youths, who often lack awareness regarding the labor-intensive process behind its premium value. Collaborating with the local brand APOM to capture a witty and fun Gen Z vibe, this project introduces trendy merchandise that visually embeds actual weaving steps and motifs.

To elevate the educational impact, the collection features a packaging that delivers a layered, entertaining unboxing experience. Consumers sequentially learn about the complex handmade journey of the craft through humorous comic narratives and infographics within the panels. Ultimately, by merging contemporary streetwear trends with interactive storytelling, Rodong Tenun fosters a deeper heritage appreciation, proving that tradition can be culturally relevant.

