Graphic Design Showcase

2026

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RE PELIKAT : A Design Gap in Cultural : The Missing Presence of Kain Pelikat Motifs





Re Pelikat is a branding and visual communication project that aims to reposition the traditional kain pelikat as a culturally significant yet contemporary lifestyle product for younger generations. The project explores how strategic branding, visual identity design, packaging, promotional materials, and digital content can enhance the appeal of this traditional textile while preserving its cultural heritage.

Through research on consumer perceptions and current market trends, the project identifies key design approaches that bridge tradition and modernity. The outcome demonstrates how thoughtful design interventions can transform public perception of the kain pelikat, making it more relevant and desirable in today's market. By celebrating local craftsmanship through a modern visual language, Re Pelikat contributes to the preservation of Malay cultural heritage while fostering greater appreciation among contemporary audiences.