

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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NORTHALGIC APPAREL

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Nostalgic is a combination of two words that is north and nostalgic. The word north is taken from the origin of the owner, who comes from the northern state of Malaysia. The product description of Northalgic is "Pakaian Kasual Malaysia" and the tagline that been used was "Tak Kenal Maka Tak Chenta." This tagline use proverbs to make it vintage and retro. The unique selling point of this product is the t-shirt with a Malaysian culture design. Northalgic created three t-shirt designs which are *Kicap Manis*, *Biskut Petak*, and *Minyak Sapi*. *Kicap Manis* design has a soy sauce ketchup that is a very well-known among Malaysians, which makes it very reminiscent of the past. In this design, there is also have white rice with fried eggs which is also an iconic combo with *Kicap Manis*. The second design is a *Biskut Petak*. Hence, it is also very synonymous with Malaysian dipped with coffee. In addition, the cup of coffee is related to the Kopitiam vibe. For the final design, have the famous ghee among people in Malaysia is Minyak Sapi. This design showing mamak called "anne" which means person that stock up on roti canai while there is a can of ghee decorated with the proverb "Susu Punya Lembu Sapi Dapat Nama." These three designs are inspired by old poster illustrations that can be seen in the 80s and 90s, and these three designs represent the three major races in Malaysia. In addition, these three schemes use bright colors on the design to enhance and pop up the illustration and the typography on it. This t-shirt is suitable for wearing when it is hot, as we all know Malaysia has sweltering weather during the afternoon and evening. The client Crimson Viper, it started with two friends trying to create their streetwear brand. Why the owner chose the snake for their brand name is because the snake represents the Chinese zodiac of the year that they were born and for the crimson, it is because it represents passion. The T-Shirt designs are mostly based on nostalgic themes such as the latest design they inspired by the well-known snack in the late 90s it is Tora. The concept design for the brand Northalgic is focused on vintage and retro. The vintage and retro can be recognized by the design that has been portrayed on every single corporate identity such as logo, packaging, and promotional items. It can also be seen in colors that are used such as blue and gold to show the vintage and retro vibe of the product design. In today's market, there are numerous local brands based on clothing that also choose to portray nostalgia in their design. APOM! Cultkids and *Tarik Jeans* are some of the most popular brands that produce clothing products in Malaysia. Every product on the market today has its own set of advantages and disadvantages. Some brands have a more interesting packaging concept design. Finally, I truly believe that the design and concept produced will help Northalgic become an icon and a success in the production of Malaysian streetwear clothing. As a designer responsible for being a part of this business, I am hopeful that this concept will be realized and will assist Northalgic in becoming the greatest in the future.

THE Northalgie
PAKAIAN KASUAL MALAYSIA

ايديسي
ترحنه

KAIS PAGI MAKAN PAGI
KAIS PETANG
Makan Petang

BAHARU
HARGA MURAH
\$ 69.00

TAK KENAL, MAKA TAK CHENTA

Dengan bangga Northalgie mempersembahkan koleksi Northalgie terbaru. Koleksi ini dibuat untuk mengenang kembali kenangan masa dahulu pada tahun 80 & 90 an di Malaysia. Northalgie adalah brand yang mengeluarkan produk berkaitan nostalgik.

Dapatkan koleksi Northalgie hanya di www.northalgie.com

THE Northalgie
PAKAIAN KASUAL MALAYSIA

வரையறுக்கப்பட்ட பதிப்பு

SUSU PUNYA LEMBU SAPI
Dapat Nama

BAHARU
HARGA MURAH
\$ 69.00

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THE Northalgie
PAKAIAN KASUAL MALAYSIA

限量版

BERSUSAH SUSAH DARULAH BERSENGANG
Senang Kemudian
Cream Crackers

BAHARU
HARGA MURAH
\$ 69.00

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



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& KESENIAN NEGARA



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