

*Daisy*  
*Budianta's*  
Portfolio



## A GIRL'S DIARY

*A Girl's Diary is a playful and lively collection inspired by Daisy Budianta's childhood upbringing as an Indonesian girl growing up heavily influenced by the Western culture. In a world dominated by digital trends and global aesthetics, Daisy investigates how cultural identity can survive—and thrive—amidst the noise.*

*Drawing from personal memories, Daisy reflects on the transformation from a curious young girl to a self-aware woman, tracing how influences take root slowly and shape one's sense of self over time. She brings this transformation to life by making each look represent a different stage of life—each inspired by things associated with the phase and titled with her nickname during the time.*

*Drawing inspiration from elements that bring back nostalgia, such as dollhouses and theatre plays, as well as cartoons, Daisy created whimsical silhouettes and meaningful details. A bright and rich colour palette, along with clashing prints, reflects the imaginative mind of a young person.*

*Her signature intricate style shines through in every piece. Throughout the collection, handcrafted embellishments and labour-intensive techniques such as silicone mould-making, free-hand embroidery, and screen printing are practised to bring rich details to life. Trims and embellishments are carefully made by hand, giving the collection a unique, sentimental depth.*

*In A Girl's Diary, Daisy Budianta invites us into her childhood memories while offering a hopeful narrative for a generation of girls learning to hold space for both heritage and individuality.*









# colour & fabric













DEDEE

looking at baby's crib for silhouette & oversized bow to illustrate how big everything might seem in the eyes of an infant

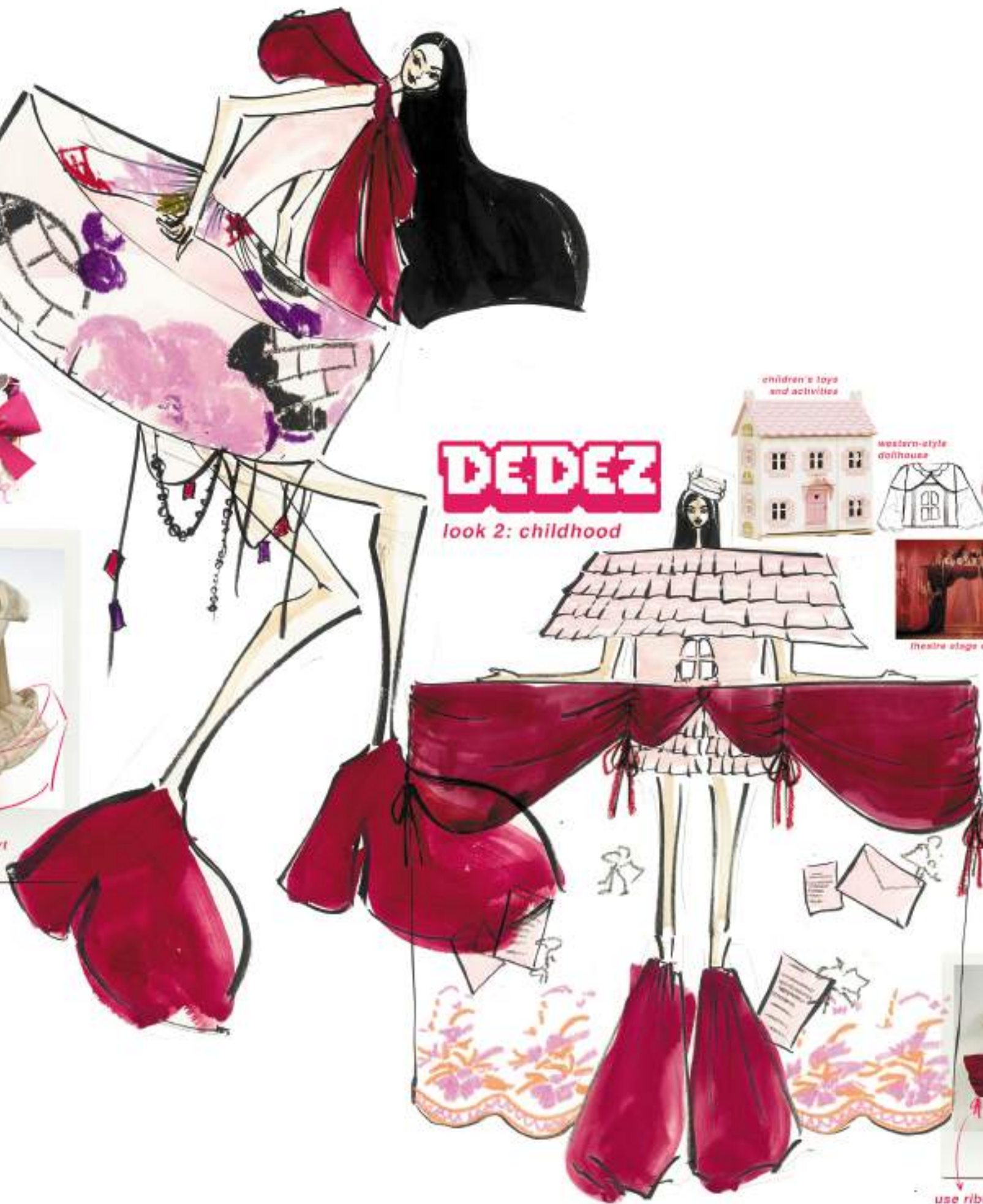
garment design

look 1: infancy



DEDEE

look 2: childhood





# garment design

## DAZE

### look 3: adolescence

polero

shank button  
(kabaya characteristics)

Totally  
Spies! (2001)

more contemporary silhouettes to  
illustrate how we tend to be less wild as  
we get older

zipper on  
middle back

same fabric as  
heart cutout lining

button

heart-shaped  
cutout, hanging  
charms

Indonesian batik

Indonesian landscape  
photos, framed with  
hand-sewn glass beads

inspired by the idea of travelling

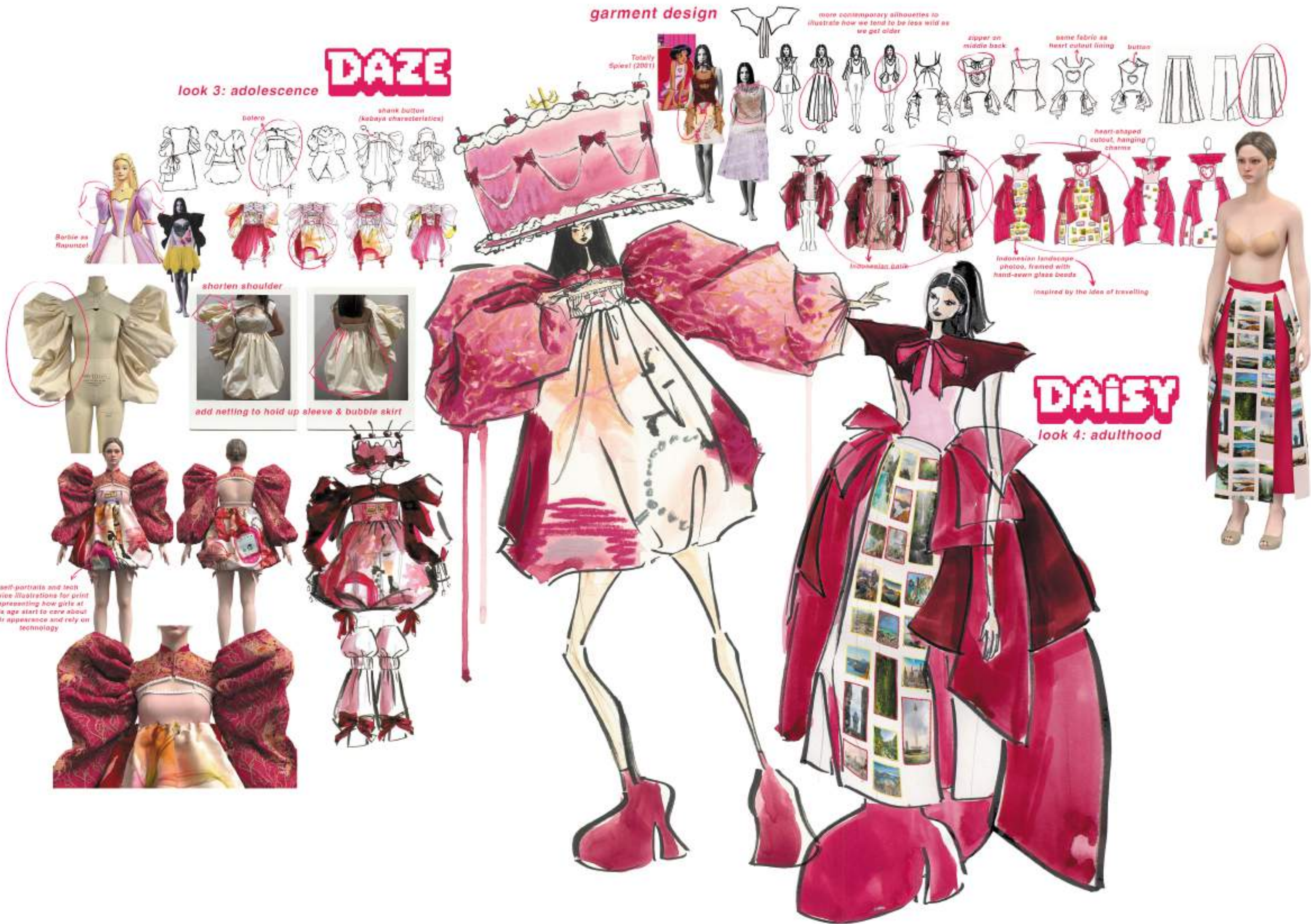
shorten shoulder

add netting to hold up sleeve & bubble skirt

## DAISY

### look 4: adulthood

self-portraits and tech  
device illustrations for print  
representing how girls at  
this age start to care about  
their appearance and rely on  
technology





## details





## accessories design

- a- miniature bed scene headband
- b- birthday cake top hat
- c- 'What's in My Bag?' frame bag

miniature bed scene headband for look 2 (childhood) using girls' favourite toys during this stage of life: teddy bear & pretend play make-up



Strawberry Shortcake (2003)



'buttercream' made from expanding foam filler



'What's in My Bag?' painting  
Acrylic on canvas, 40x50cm, 2024-2025  
painting of everyday essential items

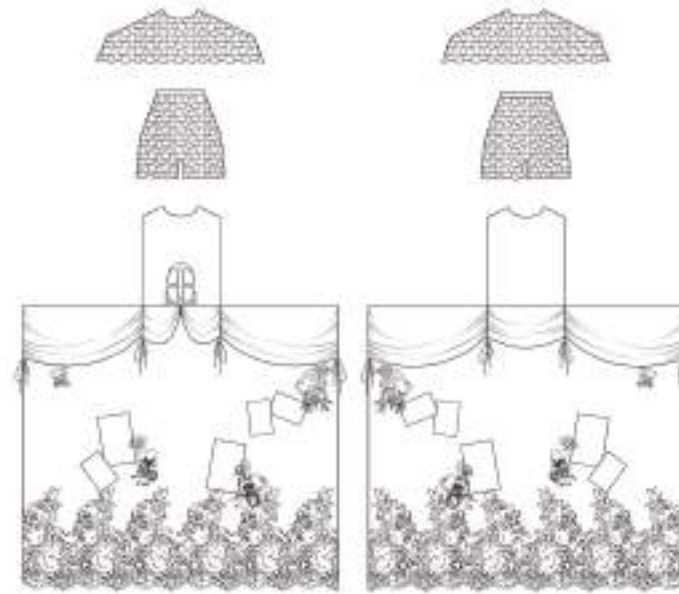
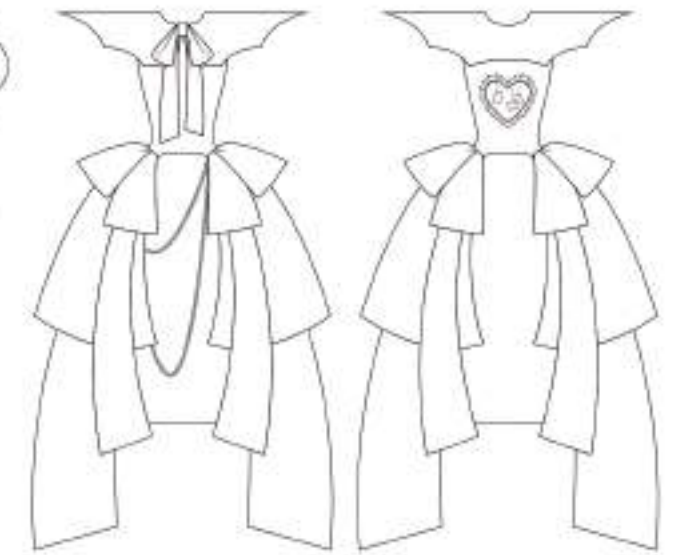
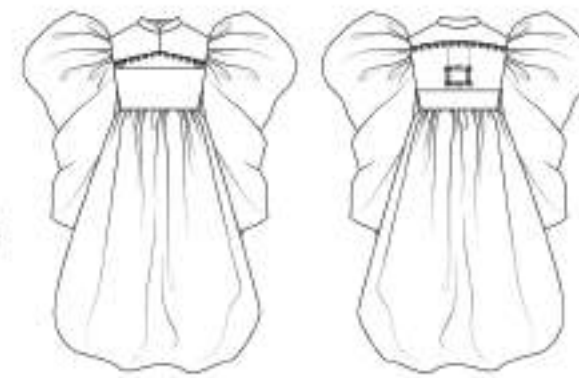
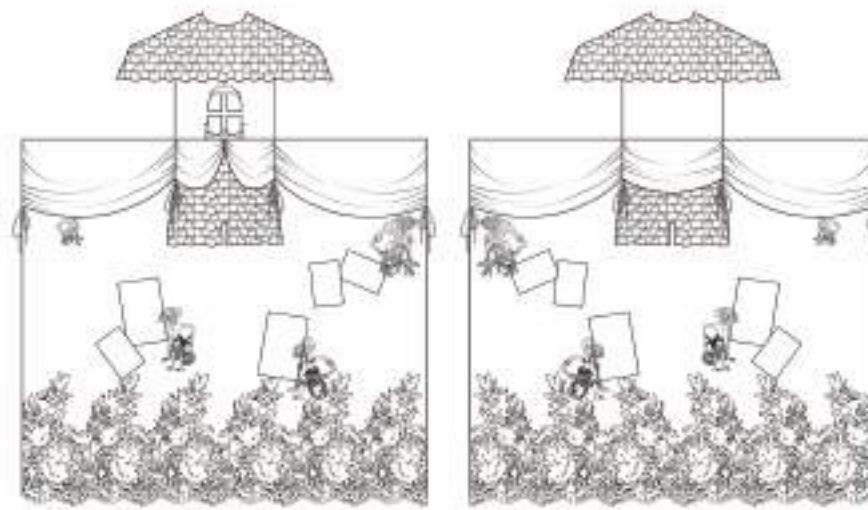
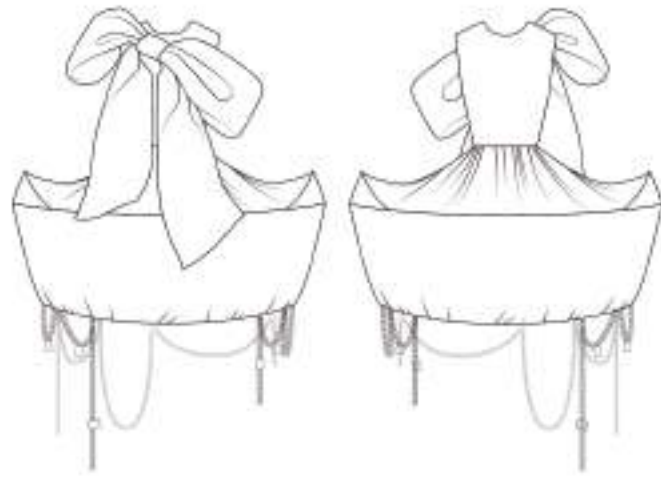


6mm plywood  
+ medium oak wood stain  
+ clear french polish

bag prototype

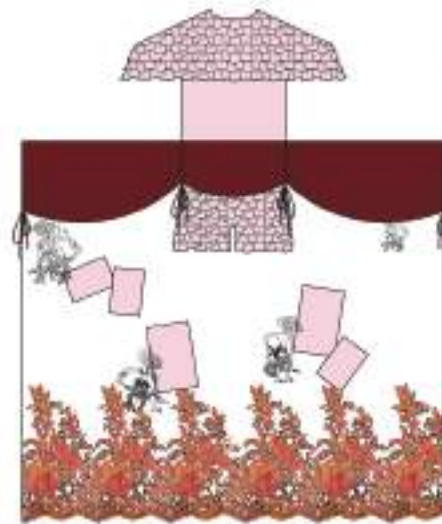
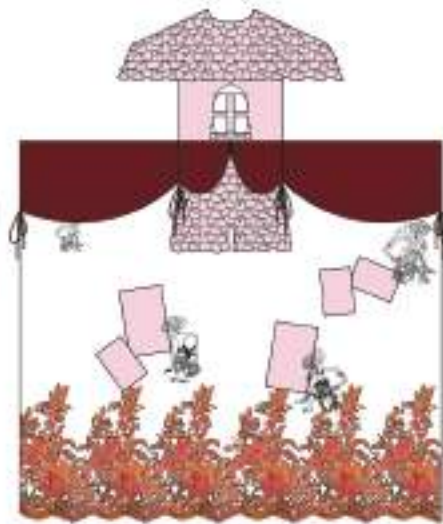


range plan





*range plan in colour*





DEEDEE



DEDEZ



DAZE



DAISY









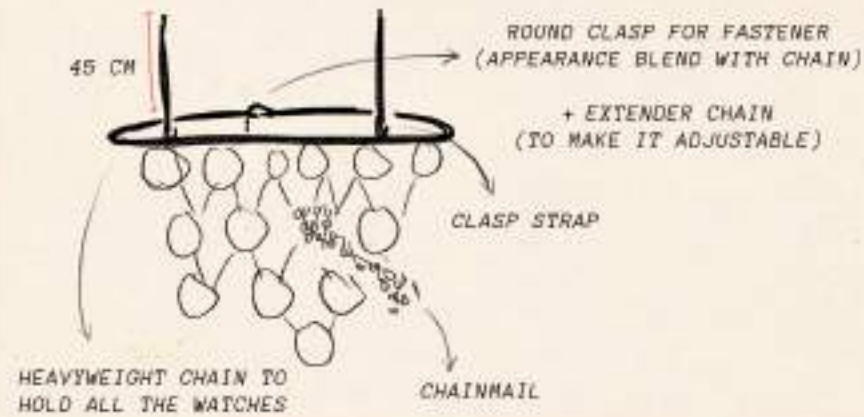




# The Eternal Cycle

"THE ETERNAL CYCLE" REPRESENTS THE CONTINUOUS FLOW OF TIME AND THE CONCEPT OF RENEWAL. SINCE THE GARMENT IS MADE FROM SECONDHAND WATCHES, THE TITLE EMPHASISES THE IDEA THAT TIME NEVER TRULY STOPS—IT IS REPURPOSED, REBORN, AND GIVEN NEW MEANING.

## TOP SKETCH



## NECKLACE SKETCH



1. CLEAN



2. PREP (DETACH ALL UNWANTED PARTS)



3. PIN & MAKE









# clothsurgeon®

X DAISY BUDIANTA  
AW24









# DESIGN DEVELOPMENT





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