



SHAI*
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COLLECTION MISSION STATEMENT



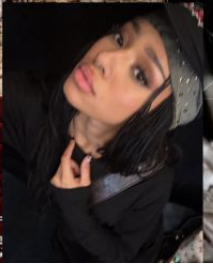
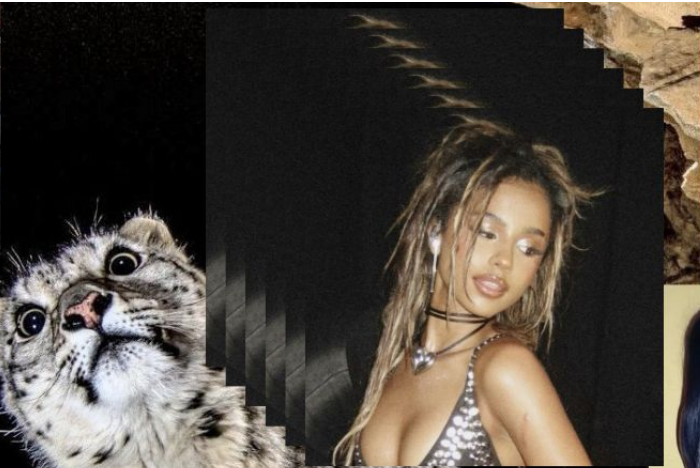
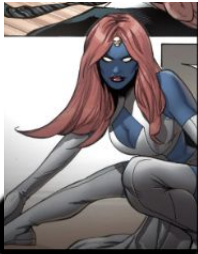
My design perspective is a culmination of who I am: I believe in designing clothes to invite individuals to shapeshift, whether that means through gender, sexuality, or through confidence. Everyone deserves a chance to be able to be their true, authentic self, even if you have to pretend to get there. Shai Shai is not just about materialistic clothing; it is about honouring those before us, storytelling through wear, and creating a more accepting world where femininity can be applauded no matter what form.

DISTINCTION

Shai Shai is a unique and in the know brand that caters to feminine presenting individuals who indulge in ready for rack clothing that has a niche aesthetic that is both trendy and head turning, with a new age goth x pop star influence. Shai Shai mixes uncomfortability in fashion with simple resolutions in which cater to those who typically don't like dressing for the season. In our F/W 2026 collection entitled "Shapeshifters" we create those solutions in our clothing. We line all of our garments to ensure that even going-out tops will keep you warm during winter, breathable for the hot air of clubs and warm for the harsh winter air. Our brand explores a niche dynamic that also caters specifically to Trans Women and Trans Femme individuals, inspired by my personal journey, Shai Shai aims to ensure the comfort and individual needs of all femme presenting individuals creating a niche yet marketable and saleable lineup of clothing.



(Shai Shai, 2024)



KEY COLOUR PALETTE

SHAI*



Shai Shai Black Heart

Nude Snow

Translucent Dysphoria

Red-y to Slay

Death Becomes Her

SHAI

SPECIAL TECHNIQUES, OR MANIPULATIONS

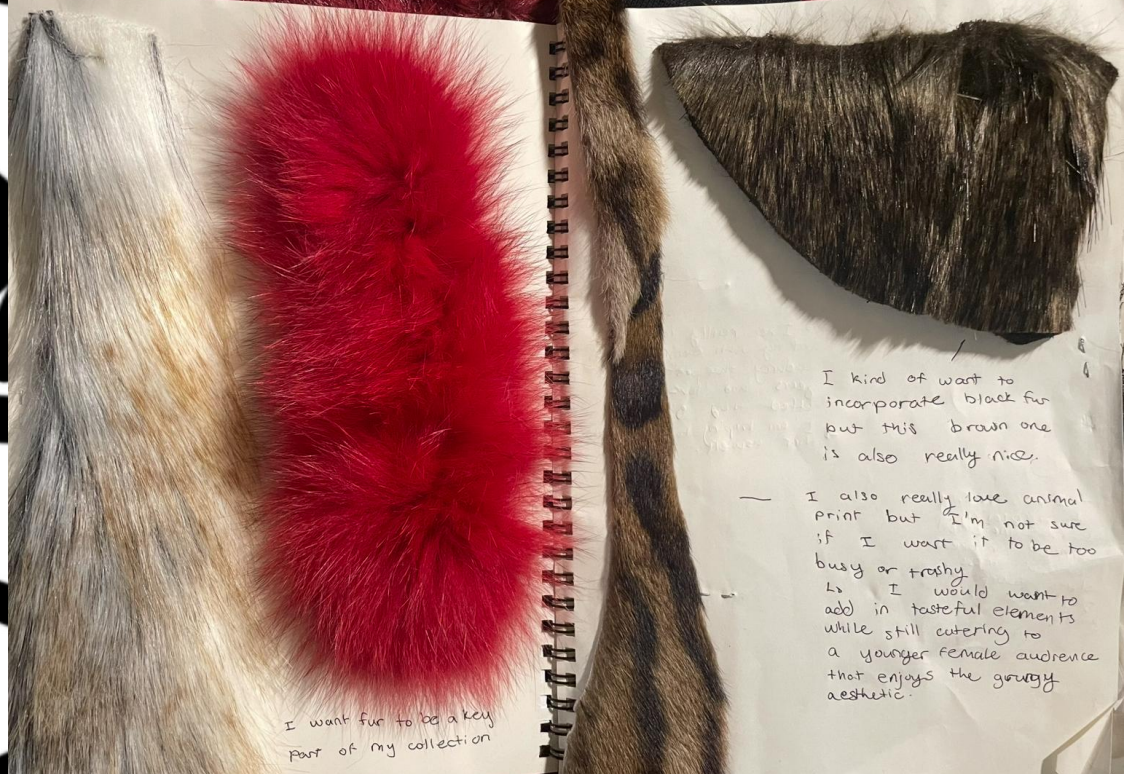
In my collection I will be using a combination of special techniques and manipulations to accentuate the aesthetic and meaning behind many of my ideologies and themes. These techniques include:

- Hacking, Destroying: I will be using this technique to explore the themes of sex-work and trans influence from the 90's as an homage to the struggles and hardships they had to face. I will be using this technique on the lace in my collection as a play on femininity vs. masculinity.
- Rhinestone Application: I will be branding a good amount of my pieces with the logo of my brand SHAI SHAI, many of my pieces will have this text written with a combination of spray paint and rhinestones, reflecting my pre-transition output; graffiti with my now evolved post-transition output; glamour reflected with rhinestones.
- Spray-Painting/Typography/Branding: As mentioned above I will be using these techniques in combination with rhinestones to show a beautiful ending to a very rocky and hard life meshing all of my life into one with the logo in my collection.
- Knot-Tying: I wanted to include knot tying as seen in two of my tops and some accessories within my collection to show my past being forced into boy scouts because I was "too feminine" according to my grandfather pre-transition, and always feeling othered by those in scouts and not feeling like I belong in a contrast to how I feel now being around people who love me for my true authentic self.
- Specialty Fur: I wanted to demonstrate the luxury trans women from the 90's felt when they wore fur coats and jackets and how they felt when they finally were able to buy a fur to keep them warm and how I as a trans woman of today feel when I wear my fur coats and design and create my own. I will be using my specialty in fur design to be able to bring these themes to life.

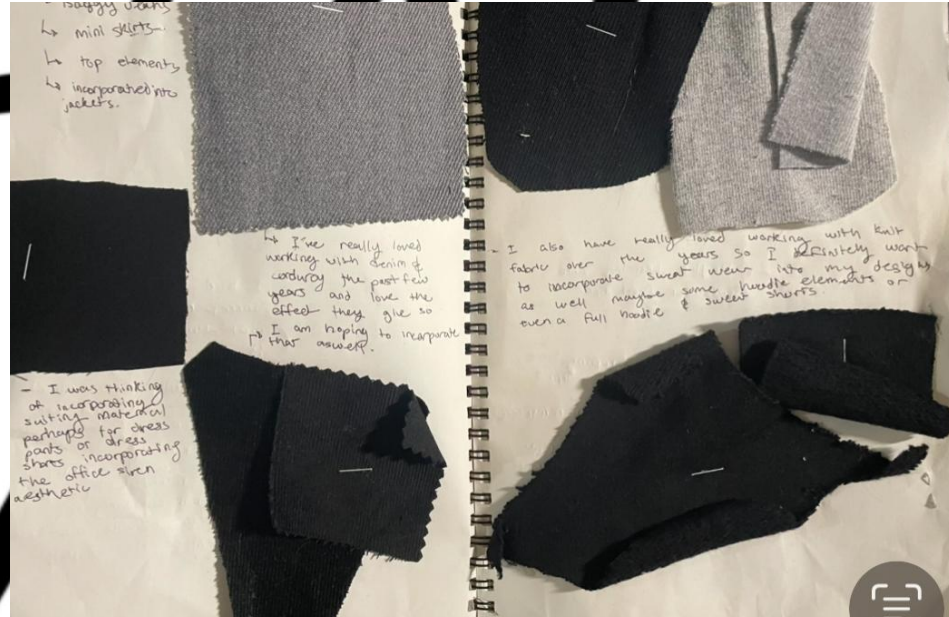
DESIGN JOURNAL WORKSHOPS



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FABRICS , FINDINGS AND FINISHINGS

- Faux- Fur: Red, Black and Beige Faux Furs will be used Throughout, Polyester Blends.
- 4-Way Stretch Lace: Elastane, Nylon Blends.
- Corduroy: Will be used throughout. 94% Cotton 6% Elastane Blend
- Denim: Cotton blends will be used percentage to be determined.
- Light Knit: Cotton, Elastane Blend, percentage to be determined.
- Fleece: Cotton 95%, Elastane 5% will be used throughout there will be a full sweatset.
- Silver Hardware: Buttons are decided upon with a star logo at the centre. Other silver hardware will be determined as well.

