



Encik Syukri Grey Ahmad beralih daripada bidang teknologi maklumat ke bidang fesyen dengan mengikuti program ijazah sarjana muda media fesyen dan perusahan di Maktab Seni Lasalle. — Foto: foto ihsan SYUKRI GREY AHMAD

Keberanian gaya ayah jadi inspirasi koleksi fesyen

Sedih, rindu akan arwah ayah mendorong pelajar Maktab Seni Lasalle hasilkan jenama fesyen sendiri bagi projek tahun akhir



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Encik Syukri Grey Ahmad tidak perlu berfikir lama tentang tema projek tahun akhir pengajiannya di Maktab Seni Lasalle.

Ketika itu, pelajar ijazah sarjana muda media fesyen dan perusahan itu dilanda kesedihan dan kerinduan terhadap ayah tersayang yang meninggal dunia pada 2020.

Kesedihan itu memberi inspirasi kepada Encik Syukri, 26 tahun, untuk menghasilkan jenama fesyennya sendiri berjudul 2702 ABSURDITY bagi projek tahun akhirnya sebagai tanda penghormatan buat ayahnya.

Berkongsi bersama *Berita Harian* bahawa perwatakan ayahnya yang memberi inspirasi itu, Encik Syukri menyifatkan Allahyarham sebagai individu yang "tidak pernah takut untuk menonjol dengan pilihan fesyennya yang berani".

"Saya tidak akan lupa satu masa apabila dia menghadiri sebuah majlis perkahwinan Melayu dengan memakai baju kolar leher penyau hitam yang dipadankan dengan satu rantai bungkai di lehernya. Sehar yang dipakainya pula adalah seluar pendek kargo yang dipakai atas seluar sukan mampat (sports compression pants) dengan kasut Adidas," ujarnya.

Mengenang kenangan manis itu, Encik Syukri berkata gaya pilihan ayahnya itu benar-benar menarik perhatian ramai.

"Laki Melayu biasanya akan memakai baju Melayu ke majlis perkahwinan sebagai satu bentuk kesopanan, tapi saya rasa arwah ayah saya mencipta definisi bentuk kesopanan sendiri. "Dia tidak peduli apa yang difikirkan oleh sesapa pun tentangnya, dan disebarkan itu saya amat mengaguminya," kata Encik Syukri.

Lantaran itu, beliau menamakan projek terse-

but sempena sifat keberanian ayahnya.

Perkataan *absurdity*, atau tidak munasabah, itu merujuk kepada semangat 'pembecentral' dan keenggannya mengikut norma masyarakat.

Nombor 2702 pula ialah tarikh lahir ayahnya, iaitu 27 Februari.

Projek tersebut menampilkan sebuah koleksi gaya pakaian sukan dan pakaian jalanan 'streetwear' – gabungan gaya pemakaian ayahnya dan beliau sendiri.

Antara pakaian yang ditampilkan ialah pakaian hoodie, baju sejuk kolar leher penyau hitam dan jersi bola sepak berkolar.

Menurut Encik Syukri, setiap reka bentuk koleksi itu diilhamkan daripada reka bentuk grafik dan tipografi dari almari pakaian arwah ayahnya.

"Beliau meninggal dunia pada 2020 sebelum saya tamat Perkhidmatan Negara (NS) dan memulakan pengajian saya di Maktab Seni Lasalle.

"Pakaian sukan antara ciri identiti ayah saya manakala pakaian jalanan lebih pada getaran saya.

"Disebarkan itu, saya menggabungkan kedua-duanya untuk mencipta jenama yang mencerminkan gaya dan nilai kami – daripada perspektif keadilan dan ekspresi diri masing-masing. "Ini turut menjadikan projek ini sangat peribadi di buat saya," katanya.

Keberanian ayahnya begitu menonjol hingga meresap ke dalam jiwa Encik Syukri sebagai pengagut fesyen, mendorongnya turut mencabar sebarang norma masyarakat hari ini.

Ini termasuk memperkenalkan unsur teknologi, khususnya kecerdasan buatan, atau 'AI', dalam menjana imej dan video kempen sebagai sebahagian daripada mempromosikan koleksi baju tersebut.

Mengungkapkan penggabungan elemen AI



Bagi projek tahun akhirnya di Maktab Seni Lasalle, Encik Syukri Grey Ahmad mengasaskan jenama 'streetwear', atau pakaian jalanan, dan sukannya sendiri berjudul 2702 ABSURDITY.

dengan seni sebagai sesuatu perkara yang penuh kontroversi meniti zaman moden hari ini, Encik Syukri semakin bersemangat "untuk menyamakan sesuatu yang lain daripada lain dan inovatif" melalui projek tahun akhirnya itu.

"Meskipun AI merupakan topik yang hangat dibicarakan dalam industri kreatif, saya melihatnya sebagai peluang untuk berinovasi dan mencabar status quo.

"Dengan menggunakan AI untuk menjana imej dan video kempen jenama saya, saya berharap memberi masyarakat umum gambaran tentang masa depan media fesyen.

"Saya menggunakan AI sebagai alat untuk melengkapkan, bukan menggantikan, kreativiti

manusia.

"Saya ingin mencipta sesuatu yang unik dan merangsang pemikiran selaras dengan intipati jenama saya, norma yang mencabar dan menerima keberibadian, menjadikannya pilihan yang sesuai walaupun berdepan kontroversi," katanya.

Mengulas mengenai proses di sebalik penggunaan AI, Encik Syukri turut menekankan bahawa ia bukan sekadar tentang menajana reka bentuk koleksinya itu secara rawak.

Malah, ia merupakan hasil mairakan gabungan teknologi dan kreativiti.

"Saya akan mereka baju secara fizikal dahulu, dan kemudian menggunakan Photoshop untuk

menampilkannya pada peragawan AI dalam imej kempen saya.

"Saya membuat setiap bahagian secara manual dan menghasilkannya sebelum memasukkannya ke dalam visual AI."

Walhal pelibatan Encik Syukri dalam dunia fesyen berlaku dengan tidak sengaja.

Berbekal diploma teknologi maklumat daripada Politeknik Republik, beliau beralih ke industri fesyen selepas bekerja sampingan di beberapa kedai kasut, seperti Nike dan SEEK Official, di Singapura.

Menyelami dirinya dengan subkultur pakaian jalanan, beliau mula lebih menghargai sifat unik dan ekspresi yang terdapat dalam budaya pakaian jalanan.

Dari situ beliau didekahkan kepada "jalanan hubungan rapat yang wujud di antara masyarakat 'streetwear' dan terpesona pada cara menggunakan kemahiran mereka untuk berhubung dengan pengguna dan mencipta naratif menarik tentang produk yang ditawarkan.

"Saya mematuhi untuk belajar fesyen untuk ijazah saya kerana tidak mempunyai minat mendalam pada IT. Ia tidak sejaya dengan saya. Saya tidak berasa puas dalam menceburi bidang tersebut.

"Pengalaman saya bekerja di kedai-kedai kasut menghidupkan inspirasi untuk meneruskan kerjaya dalam industri fesyen yang menggabungkan keghairahan saya terhadap kasut dan pakaian jalanan dengan keinginan untuk melibatkan diri dan memberi inspirasi kepada orang lain melalui fesyen," ujar beliau.

Kini Encik Syukri bercita-cita mengembangkan sayapnya dalam industri fesyen dengan mengemang peranan seperti eksekutif pemasaran atau pedagang.

Di samping itu, beliau berhasrat mengasaskan jenama 2702 ABSURDITY demi meneruskan legasi arwah ayahnya.

"Ia merupakan perjalanan peribadi bagi saya. Saya ingin menerbitkan jenama itu dengan bakat saya sendiri, mencipta perubahan dan meninggalkan jejak dalam dunia fesyen."

His father's bold fashion sense inspired his fashion collection

By Nur Aqilah Syifa

Mr Syukri Gray Ahmad did not take long to think about the theme of his final year project at LASALLE College of the Arts.

At the time, the undergraduate student of fashion media and industries had been overcome with grief and longing for his beloved father, who passed away in 2020.

The sadness inspired Mr Syukri, 26, to create his own fashion brand called 2702 ABSURDITY for his final year project as a tribute to his father.

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Sharing with *Berita Harian* that it was his father's character that inspired him, Mr Syukri described the deceased as an individual who was "never afraid to stand out with his bold fashion choices".

"I will never forget the one time he attended a Malay wedding ceremony wearing a black turtleneck shirt with a matching chain around his neck. The pants he wore were cargo shorts worn over sports compression pants with a pair of Adidas shoes," he said.

Recalling those sweet memories, Mr Syukri said his father's sense of style really attracted the attention of many.

"Malay men usually wear Malay clothes to weddings out of modesty, but I think my late father created his own form of modesty.

"He didn't care what anyone thought about him, and I really admire him for that," said Mr. Syukri.

Hence, he dubbed the project after his father's boldness.

The word 'absurdity', or unreasonable, refers to that 'rebellious' spirit and his refusal to conform to society's norms.

The number 2702 refers to his father's date of birth, which was 27 February.

The project features a collection of sportswear and streetwear styles – a combination of his own and his father's fashion styles.

Among the clothes featured are hoodies, black turtlenecked sweaters and collared soccer jerseys.

According to Mr Syukri, each design of the collection was inspired by the graphic design and typography of his late father's wardrobe.

"He died in 2020 before I completed National Service (NS) and started my studies at LASALLE College of the Arts.

"Sportswear is a feature of my father's identity while streetwear is more my vibe.

"Because of that, I combined the two to create a brand which reflects our style and values – from the perspective of authenticity and self-expression.

"This also makes this project very personal for me," he said.

His father's courage was so prominent that it seeped into Mr Syukri's psyche as a fashion activist, prompting him to also challenge any norms of today's society.

This includes introducing elements of technology, specifically artificial intelligence, or 'AI', in generating campaign images and videos as part of promoting the clothing collection.

Expressing the incorporation of AI elements with art as something that is highly controversial in today's modern age, Mr Syukri is eager "to showcase something extraordinary and innovative" through his final year project.

"Although AI is a hotly debated topic in the creative industry, I see it as an opportunity to innovate and challenge the status quo.

"By using AI to generate my brand's campaign images and videos, I aim to give viewers a glimpse into the future of fashion media.

"I use AI as a tool to complement, not replace, human creativity.

"I wanted to create something unique and thought-provoking in line with the essence of my brand, challenging norms and embracing individuality, making it a suitable choice even in the face of controversy," he said.

Commenting on the process behind the use of AI, Mr Syukri also emphasised that it is not just about randomly generating designs for his collection.

In fact, it is a product of celebrating the combination of technology and creativity.

"I will physically design the shirt first, and then use Photoshop to render it on the AI models in my campaign images.

"I created each part manually and produced them before incorporating them into the AI visuals."

In fact, Mr Syukri's involvement in the world of fashion happened by accident.

Armed with a Diploma in Information Technology from Polytechnic Republic, he switched to the fashion industry after working part-time at several shoe stores, such as Nike and SEEK Official, in Singapore.

Immersing himself in the streetwear subculture, he began to appreciate more the unique and expressive nature of streetwear culture.

From there, he was exposed to the close ties that exist in the 'streetwear community' and was fascinated by how they use their skills to connect with consumers and create interesting narratives about the products on offer.

"I decided to study fashion for my degree because I didn't have a deep interest in IT. It did not resonate with me. I did not feel fulfilled entering the field.

"My experience working in shoe stores inspired me to pursue a career in the fashion industry that combines my passion for shoes and streetwear with a desire to engage and inspire others through fashion," he said.

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Now Mr Syukri aspires to spread his wings in the fashion industry by taking on roles such as marketing executive or merchandiser.

In addition, he intends to work on the *2702 ABSURDITY* brand in order to continue the legacy of his late father.

"It is a personal journey for me. I want to infuse the brand with my own flair, create change and leave a mark in the world of fashion."