

MAISON
myneon
collection 2022

QUEEN

WELCOME TO OUR *maison*
BIENVENUE A NOTRE *maison*



about *yunemi*

Established in 2022 by Emily Kumala Putri, YUNEMI is a Couture Brand currently based in Paris, France and Jakarta, Indonesia. Where every stitch tells a story of elegance, exclusivity and the very essence of that personal touch. Nestled at the intersection of sophisticated craftsmanship and contemporary design, our couture house stands as a beacon of refined taste and unparalleled quality.

With a legacy rooted in the artistry of couture, each creation exudes a sense of opulence and individuality, meticulously crafted to adorn the modern woman with grace and confidence. From sumptuous fabrics to intricate embellishments, every detail is meticulously curated to elevate your style to new heights.





ABOUT OUR *collection*



OUR INSPIRATION BEHIND

“**QUERENCIA**” is a Fall/Winter 2022 couture collection by Indonesian designer Emily Kumala Putri, inspired by the Chinese legend “**The Legend of the White Snake.**” The collection embodies the spirit of Bai Su Zheng, a half-serpent, half-human woman known for her beauty, kindness, strength, and courage. Despite adversity, Bai Su Zheng’s story represents love, resilience, and authenticity.

The designer’s vision blends bold, statement-making characters with a romantic and aesthetic narrative. Intricate details, handwork, and textures create a modern interpretation of Bai Su Zheng—strong, elegant, and timeless. This collection aims to inspire women to embrace intelligence, perseverance, and grace, protecting what they value most.

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LOOK 1

SERPENT'S BLOOM

The Serpent's Bloom draws us into the tale of the White Snake, reimagined through a delicate and feminine lens. A pristine white ensemble captures the essence of the snake, with floral embellishments adorning the bodice to mimic its scales, while cascading lace ruffles evoke the textured layering of its skin.



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LOOK 2

SILKEN MYTH

A Silken Myth is a pure cream-white ensemble featuring a lace-layered halter top paired with an A-line skirt adorned with tiered ruffles of lace and tulle. The intricate details are thoughtfully designed to evoke the textured elegance of snake scales and skin.



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LOOK 3

WHISPERED ALLURE

Whispered Allure introduces a delicate pink design, symbolizing femininity and romance within the story. Drawing inspiration from the profound love between Bai Suzhen and her husband, this rose-gold ensemble is adorned with cascading beadwork, creating a subtle, scale-like effect. To enhance the narrative, pink ruffled tulle wraps around the body, emulating the graceful movements of a snake while accentuating the feminine silhouette.

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LOOK 4

CASCADING EMBRACE

Cascading Embrace features a striking mermaid silhouette, blending edge and femininity through a bustier inspired by the sharp elegance of a snake's fangs. The sleek design mirrors the sinuous form of a snake, while beaded lace embellishments mimic the intricate texture of scalloped scales, adding a touch of refined allure.



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LOOK 5

A LOVER'S CHARM

A Lover's Charm brings the story to a heartfelt conclusion, celebrating the couple's joyful reunion and happily-ever-after. This enchanting pink design is adorned with cascading beaded tassels that envelop the entire body, accompanied by pink beaded scallops to echo the delicate pattern of snake scales. The tassels are thoughtfully arranged to accentuate the hourglass silhouette, symbolizing the harmonious blend of Bai Suzhen's dual nature as both snake and human, embracing her true essence with grace and love.



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Based in Jakarta and Paris

Our legacy in couture artistry infuses each creation with opulence & individuality.

of a heartfelt story
of a couple's undying
transformation & determination
in their love, trust
and friendship.

with love
Maison Yunemi