

PORTFOLIO

EDNA CREATIONZ STUDIO

-SDN BHD -

2024





ABOUT US



EDNA CREATIONZ

About us



Edna Creationz Sdn Bhd was established in 2019.

-
With 4 years of dedicated experience, we have transformed over 2,000 pairs of sneakers into stunning wearable art, shipping them to more than 16 countries worldwide.

We have collaborated with various well-known brands, including Timberland, Puma, Under Armour, Carlsberg, OPPO, and many more!

-
We believe that everyone has a unique story to tell. Our art expresses these stories through wearable shoes or items.

Our mission is to create beautiful, memorable artwork that stands the test of time, becoming cherished pieces that our customers will love for a lifetime!



Sheryl Beh

Co- Founder
Operation Director



Edna Lee

Founder,
Managing Director



JJ Ng

CO-Founder
Business Advisor

Our **LEADERSHIP TEAM**



LUSIYR

Sneaker Artist



MEI XIN

Sneaker Artist



REN XIN

Sneaker Artist

Our

ARTIST TEAM

Collaboration



SPAO



Steelcase



MOMIJI RAMEN

MAGIC EDEN

FEATURES



Sin Chew Daily Press
(副刊-后生可为)



China Press
(副刊头版-生活品味)

会员文 | 生活品味| 客制鞋 帅
到掉渣

●2023年11月22日 ● 2811点阅
■记者: 黄美仙 ■摄影: 黄美仙、受访者提供 ■责任编辑: 秀芬



Celebrities

SEP 2024

林俊杰

JJ Lin

(Popular Singaporean
singer, songwriter, and
music producer)

Inspired by the fabulous JJ Lin's ARC community's NFT, we whipped up a one-of-a-kind AF1 just for him! Decked out in fiery flames and his iconic logo



Develop a design that captures the essence of the SMG brand, embracing the theme "Still Moving Under Gunfire," influenced by JJ Lin's ARC and his remarkable profile.

The color palette is inspired by JJ's ARC Stellar profile.



侧
田

Justin Lo 
Hong Kong-American singer,
songwriter, and actor



DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)

“第一秒”巡回演唱会 南宁站

THE FIRST MOMENT: CONCERTS TOUR

LIVE IN CHINA, NANNING

EDNA CREATIONZ

Concept & Ideas

1. Inspired by Justin's concert poster
2. Song lyrics & Album
《第一秒》, 《命硬》, 《好人》, 《感动》
3. GUITAR PICKS WITH INITIAL "J"

GUITAR PICKS WITH INITIAL "J"

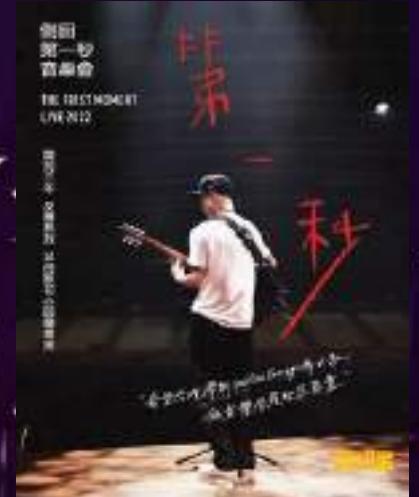


Incredible honor of designing an exclusive pair of custom shoes for Justin Lo!

Inspiration from his song & albums, we infused the design with elements that represent his dedication and journey in music.

These unique shoes were created as a surprise birthday gift, symbolizing the heart and soul he pours into his craft.

It was a proud moment to see Justin wearing our custom creation on stage!



扑克王者 “ALL IN”

Collaboration : Local Malaysian Film 2024

The idea of incorporating real poker cards into a pair of red and black AF1 sneakers aims to create a visually captivating and distinctive design. Furthermore, the addition of a handmade pouch containing miniature poker cards reinforces the overall theme and coherence of the design.



姜皓文

Philip Keung
(HONG KONG MOVIE ACTOR)



张可颐
Maggie Cheung
(HONG KONG MOVIE ACTRESS)

Rob & Roll “临时劫案”

In Collaboration with Hong Kong Movie

Creative Design with Bag: Showcase the protagonist's image from the Hong Kong movie "Rob & Roll," integrating the theme with Hong Kong's taxi culture. Express the spirit of the film in a unique and attention-grabbing manner.



林家栋
Gordon Lam Ka Tung
(HONG KONG MOVIE ACTOR)



Danny & Jestinna



For Danny and Jestinna's wedding we crafted 10 pairs of custom shoes for the bridegroom & groomers, each uniquely designed to celebrate their special day.

It was a joy to be part of their memorable celebration



NOTABLE BRAND FOUNDERS

THE SANDBOX



Arthur @ CEO of
The Sandbox

@EDNAVERSE



Seb @ COO of
The Sandbox



Sebastien @b... · 18/09/2024
Received this custom unique pair of baskets by the community, hand painted to match @TheSandboxGame and my Avatar





MAGIC EDEN

ownthedoge



Magic Eden Wallet 🐾
@MagicEdenWallet

Top-tier wallet, top-tier kicks. Who would rock these?



Jack Lu @ CEO of
Magic Eden



PROJECTS

Jan 2024

EDNA CREATIONZ CNY LIMITED EDITION' NIKE AF1

ECZ PROJECT 003

双龙戏珠

CNY AF1



LIMITED EDITION 30 PAIRS

Theme:

Chinese Silks with
Embroidered Dragon

DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)

CONCEPT & IDEAS

1. Pearlescent Gold
2. Chinese Silks
3. Leather Shoelace
4. Embroidery Gold Dragon
5. Tiny Golden Bell

Customized Chinese Initial



Unique serial number code
“Dragon Force 00-30”



EDNA CREATIONZ

**Theme:**

Timberland : Nario's Adventures

LUCKY DRAW CAMPAIGN

2 pairs

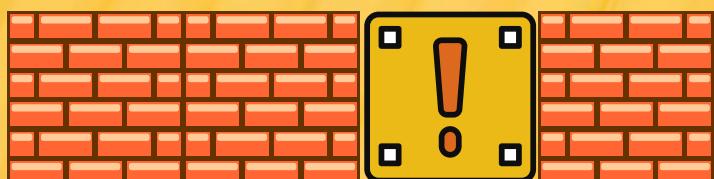
Concept & Ideas

- 1.Bold & Colorful
- 2.Main Color : Red, Yellow, Blue
- 3.Inspiration from Mario Game

DESIGNED by:

*Edna Lee &
Sheryl Beh*

(Edna Creationz Directors, Artist)



EDNA CREATIONZ

NARIO



Timberland Internal Staff Workshop , VF Corp



Timberland Midvalley Store , KL

Inner Sides
of the Boots

Theme:

Poker Card, Majestic

Sponsored 8 pairs for Celebrities,
Movie Director & Crew

LUCKY DRAW CAMPAIGN

Concept & Ideas

- 1.Pearlescent Gold
- 2.Real Poker card sewed as panel
- 3.Leather shoelace
- 4.Small Poach with Mini Poker Cards
- 5.Glitter Red & Black Fabric

DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)



Met Gala
Pavilion Bukit Bintang, KL



EDNA CREATIONZ

**姜皓文(黑哥)**

Philip Keung
(HONG KONG MOVIE CELEBRITY)



FEB 2024



'JADE DRAGON CNY EDITION' NIKE AF1

ECZ PROJECT 006

青龍金匱



Unique serial number code
"BWC00- BWC028"



"Carlsberg CNY Bazaar"
One Utama, Petaling Jaya

EDNA CREATIONZ



THEME

Carlsberg CNY Year Of
Dragon

LIMITED EDITION
28 pairs

LUCKY DRAW CAMPAIGN
4 pairs

CONCEPT & IDEAS

1. Jade Dragon Scale Concept
2. Chinese Clouds
3. Gold Coin Patterns
4. CNY Limited Edition Bottle Cap

DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)

SPAO**Theme**

SPAO Mascot Design

LUCKY DRAW CAMPAIGNIn store event with SPAO
Pavillion Kuala Lumpur**Concept & Ideas**

- 1.Spaos Mascot Woodie Teddy
- 2.Teddy Fabrics
- 3.Rope Laces



DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)

EDNA CREATIONZ

"Woodie x Nana Afi"

MAY 2024



Theme:

Puma KLCC x Malaysia's Culture

LUCKY DRAW CAMPAIGN

2 pairs

CONCEPT & IDEAS

1. Malaysia Culture & KLCC
2. 3D leather pop on surface
3. Traditional Malaysia Batik sewing on top of Puma Logo
4. Slogan "Forever Faster"

DESIGNED by:

Sheryl Beh

(Edna Creationz
Operation Director,Artist)

PUMA KLCC Reopening Campaign MALAYSIA

ECZ PROJECT 008



EDNA CREATIONZ

JUL 2024

oppo

OPPO Reno 12 AI Phone 'Silver Playground' Roadshow, Pavillion KL

ECZ PROJECT 009

RENO & A.I.

*Wthout Flash Light

Theme:

OPPO Reno 12 Series
Futuristic, Fluid,
Technology & A.I.

LUCKY DRAW CAMPAIGN



Concept & Ideas

1. Pearlescent Silver & Purple color,
2. Reflective Fabric on middle
3. Laser shoelace
4. Chrome Fabric as the Wing Feather

DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)



EDNA CREATIONZ



八度空间



TBS



JUL 2024

International Airport located :Mississauga, Ontario, Canada.

ECZ PROJECT 010



I AM
TORONTO
PEARSON

Theme:

Toronto Pearson International
Airport Custom

Concept & Ideas

1. Canada Flag Colorways
2. Toronto Pearson Airport YYZ logo
3. Gold Shoelace

DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)



EDNA CREATIONZ



Inner sides design



Theme:

UNDER ARMOUR and the
Influence of Graffiti & Street
Culture

CONCEPT & IDEAS

1. Street Culture
2. Artificial Moss

Slogan: "Protect This House"



DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)



“临时劫案”

Theme:

Hong Kong Taxi Inspired

Sponsored to Actors

LUCKY DRAW CAMPAIGN

Concept & Ideas

1. Hong Kong Taxi Style
2. Painted 3D Gunshots
3. Toy Car's Wheels
4. Fake Dollars Print



DESIGNED by:

Edna Lee

(Edna Creationz Director, Artist)



张可颐
Maggie Cheung
(HONG KONG MOVIE CELEBRITY)

EDNA CREATIONZ



林家栋

Gordon Lam Ka Tung
(HONG KONG MOVIE CELEBRITY)



WORKSHOP

Timberland



Workshop For Internal Staff

TEAM BUILDING



Internal staff Workshop - Midvalley South Point (40 PAX)

50th Years Anniversary Month

@EDNA VERSE

Steelcase

International Team Building Workshop
- Midvalley South Point (12 PAXS)



DONNA K. FLYNN
VICE PRESIDENT ,
CHIEF PEOPLE OFFICER



EDNA CREATIONZ



LaLaport
BUKIT BINTANG
CITY CENTRE

Christmas Workshops

Max 30 pax per day. Open to customers min spent
RM200 in Lalaport max with same day receipts



EDNA CREATION



DATES: 26 NOV & 3,10,17,26 DEC
TIME : 1:00PM - 6:00PM

T&Cs apply
Max. RM200 in max. 2 same day receipts.*

INSTORE EVENT



Pr Launch Event



PR Launch Events - Petaling Jaya
In store Booth Event - Midvalley Shopping Centre



**Free Customization Event
- In store Booth**



CUSTOMIZE BOOTH

-Free Customisation for every customer (PICK UP ON THE SAME DAY)

*Win Lucky draw Giveaway 4 pairs Nike AF1 officially collab with Carlsbergs worth RM1688





Pink October Breast Cancer Awareness 2023

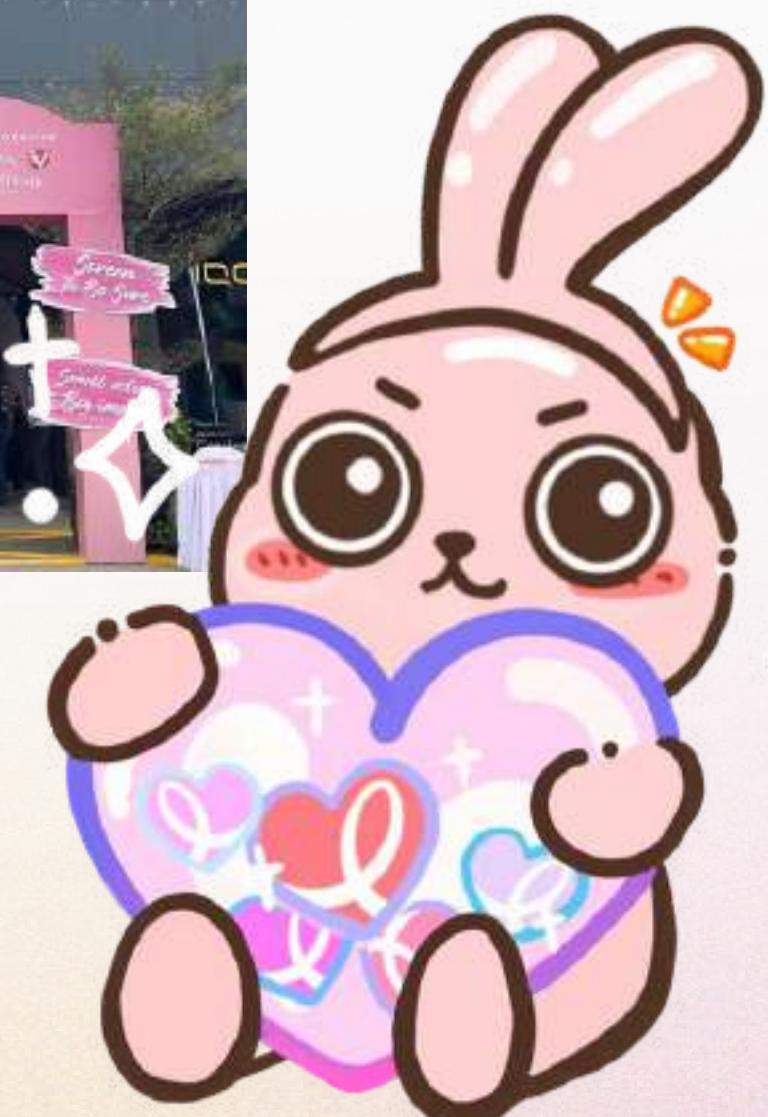


Campaign

Visit our booth and get to let us custom thier exclusive "Think Before You Pink" "goodie bags.

Redeem free customize with exclusive stickers & RM100 Edna Creationz Cash Voucher





"Beauty In Pink "Exclusive Custom Nike Airforce 1!"

BULK ORDER



PETRONAS

Custom order requested from Petronas to redesign their logo "GAS" into street art form design. This project is to be made as a gift for their department staffs.



80 pairs of Nike Airforce 1

BANK ISLAM X HARIMAU MALAYA SOCCER TEAM

500 pairs of Nike Airforce 1



Customization

Personalise



Gift



Coperation Service / Collaborations

Workshop for Team Building /
Brand Awareness



Free Customisation In-store Booth



Sport



Occassion



Coperate Branding Custom



Lucky Draw Promotion



MURALS

Hello, I'm **EDNA LEE**



Founder

- 2021 Malaysia Book of Record Holder
"The Biggest Mural by An Individual"

ABOUT ME

Hello! I'm Edna Lee, a former National Basketball player in 2017, and started my journey as an artist began during the MCO in 2019.

Currently, I proudly serve as the **Director of Edna Creationz Sdn Bhd**.

I achieved a significant milestone by creating 'The Biggest Wall Mural by An Individual.' This remarkable achievement has been duly recognized by the **Malaysia Book of Records**, before graduating with a Diploma in Graphic Design from UCSI University in 2021

I firmly believe in the transformative power of art to bring people together and foster positive change in the world. I'm grateful for the opportunities I've had to share my passion with others, and I eagerly look forward to continuing to create meaningful and inspiring art in the years to come



"The Biggest Wall Mural by An Individual"
(40 days, 14.3m X 12.5m)

L'OCCTANE EN PROVENCE

"BACK TO PROVENCE"

 L'Occitane En Provence
Pavilions 2 Bukit Jalil, Malaysia

L'Occitane "BIG little Things" very first 3D environmental friendly mural project in Asia.

L'Occitane is a brand from France ,Provence.
the theme of the mural is based on brand story that
more than only beauty care, their values touching lives
around the world.

This mural is made from eco friendly paints and 500
beauty empties
of the 1,347,526 recyclable packaging (weighed at 61
tons!)
collected from their BIG Little Things effort.



CUSTOMER FEEDBACK

★ OUR 2000 + SATISFIED CUSTOMER ALL OVER THE WORLD ★



Hey Edna!

I received the shoes today and I couldn't be more happy with them. They run a bit longer than what I'm use to but they're amazing! I absolutely love them!

My friend absolutely love them!

I look forward to buying more shoes from you!

Also thank you so much for double wrapping the shoes. I received them perfectly without any damaged.

You did incredible, I'm so so happy and my friend is going to LOVE THEM!!!! 😊😊 thank you so much, I appreciate it!! You've been amazing



Hey Edna! Just wanted to let you know I got the shoes safe and sound! Thank you once again for your amazing talent, the shoes came out even better in person, I am speechless and blown away!! I am giving them to my friend on Saturday so I will be sure to send you pictures!! Thank youuuu, I appreciate your hard work ❤️

Maria May 27, 2021

★★★★★

We received the Airforce shoes as promised and they were beautiful. Edna was very open design ideas and my daughter could not be happier with the product. I would highly recommend her!

★★★★★

Quality, custom paint that exceeded my expectations!!!

★★★★★

Very Nice service and very fast replay on questions about the order ❤️ going to order more here! Good quality of the product. Thanx for my order 🙏🙏

★★★★★

It was an amazing experience! The creator was so nice and sweet. I absolutely love my sneakers and I love how I was kept updated. I would definitely recommend these! Can't wait to get a new design!

I'm super stroked to have this customised shoe. Perfectly tailor to my tattoo. I love everything about the experience from talking to the artist / creator and her artistic vision blown me away. <3 Will definitely buy another pair soon !

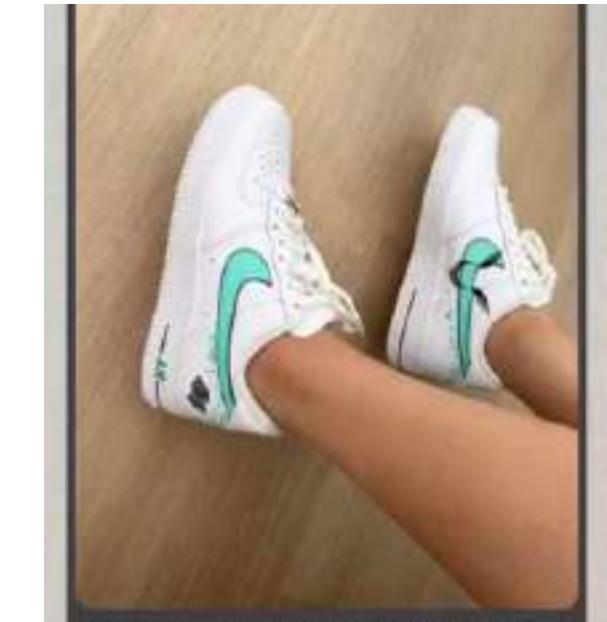
[REPLY](#)

[REPORT](#)



Thank you for the customisation 😊😊 the drawings is nice and detail 😊😊

8:50



Hello Edna, just received my shoes today! I love it so so much and thank you so much for helping me customising my shoes!! I'm so happy with them and be buying again from you!





EDNAVERSE

NFT Brand Initiative

DIGITAL NFT SHOES

EDNAVERSE PROJECT OVERVIEW

Ednaverse is a phygital custom shoe business that integrates the world of physical, hand-customized Nike Air Force 1s with NFTs.

- **Goal:** to empower sneaker enthusiasts to express their stories through both digital collectibles and real-world products.
- **Decentralized Physical Infrastructure Networks (DePIN)** - to enhance user engagement, create community-driven sneaker culture hubs, and provide lifestyle data tracking for customized sneaker experiences.
- **NANA token** - power Ednaverse's Web3 ecosystem, facilitating NFT minting, community-driven events, and rewards based on lifestyle data.



ETHERSCAN



Matthew Tan
@Founder

BITGET



Gracy Chen
@Founder

APTOS



Aptos Foundation

CUDIS



Cudis Founders

STRAITSX



Straits X @ Founder
& Co-Founders

COINGEKO



Bobby Ong @
CO-Founder

FIGMENT
DIGITAL



Yanshan @ Head of
APAC

MANTA
NETWORK



Victor JI
@Co-Founder

@EDNAVERSE

BRAND MASCOT



EDNA

@EDNAVERSE





EDNAVERSE NFT MASCOT

NAMINA



SAILOOR NA



SPIDEY-NA



NARIO



LUFFINA



WEAR YOUR ENDLESS POSSIBILITIES

THANK YOU



Whatsapp:

+**(60)143580101**
Edna Lee



Instagram :

@ednacreationz



Twitter :

@ednaverse



Cheras

Medan Connaught

B-02-08 Medan Connaught, Jln
3/144a, Taman Len Seng, 56000
Cheras, Wilayah Persekutuan Kuala
Lumpur

PJ



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@EDNALEE0101



Edna Creationz