

ABSTRACT

The Design of Fashion Product by Using Bleaching Technique Themed *Androgyny*

By:

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With many kinds of fashion items appear in every trend changes, denim or jeans become one of fashion items which always can be used in every occasions which is not depend on certain trend. The fabric which strong and can be mix-and-match with many other fashion products make this fabric loved. Denim fabric is not only used for pants or jacket, but also can be used for other fashion products, such as bag, shoes, and also accessories by using many techniques; one of them is bleaching technique. This technique is widely used in denim fabric. One of trends which are starts growing in Indonesia in *Androgyny* style. As Mark Plus Insight Marketing + Social Research stated that the changes of gender roles or *Androgyny* starts emerge in Indonesia.

Based on the knowledge as stated before, the researcher tries to give an image and explanation about *Androgyny*. As the purpose, in this scientific work the researcher has done data collection from many sources which are books which related to the title of scientific work and through the internet to find out related data. The result of identification of datum obtained, this style starts emerge in Indonesia because of the changes of gender roles which supported by many kinds of life aspect changes nowadays that can be divide typical of each individual and has impact on the fashion.

Key words : *Androgyny*, Denim, *Bleaching*