

ABSTRACT

**APPLICATION OF *DIGITAL PRINTING* AND EMBROIDERY
TECHNIQUE INSPIRED BY SAVOY HOMANN BANDUNG
HOTEL BUILDING ON FESYEN PRODUCTS**

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Buildings are one of the major inspiration frequently used on design theme for fashion industries. The purpose of this research is to raise the potential of a functional historical building in Bandung by the name of Hotel Savoy Homann. The visual potential of Hotel Savoy Homann will be used as inspiration for fashion products in the form of women's clothing. To represent the value of Hotel Savoy Homann, the writer choose to use two varieties of surface design techniques which is digital printing and embroidery. For this research, the qualitative method is carried out by doing field observations and collecting datas from related literature studies. The experiment is then executed in the form of exploration sketches from images inspired by the exterior design of Hotel Savoy Homann.

The outcome of this research is the application of digital printing and embroidery techniques on fashion products inspired from Hotel Savoy Homann Bandung intended to maximalize the visual potential representation of Hotel Savoy Homann Bandung building design that is applied to fashion product which is women's clothing to further provides alternative choices for fashion products and acquaint Hotel Savoy Homman to citizens of Bandung.

Keywords : Building, Hotel Savoy Homann, Digital printing, Embroidery, Fashion