

ABSTRACT

ARTISANAL FASHION APPROACH WITH TUNNEL SUBTRACTION CUTTING TECHNIQUE AS ZERO WASTE FASHION IMPLEMENTATION

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Indonesia is known as a country with a fashion industry that is still classified as fast fashion, where production prioritizes quantity and speed, without regard to the environmental and social impacts it causes. Therefore, this is an opportunity for local Indonesian fashion brands to pay attention to the quality of their products through a series of processes and also design sustainable products as an added value for their brands. Based on this phenomenon, a sustainable method that can be applied to fashion design and production is by applying the zero waste fashion design method. Zero waste fashion design is part of 3R (Reduce, Reuse, Recycle) which focuses on reducing pre-production waste using an artisanal fashion approach through the application of subtraction cutting techniques. Subtraction cutting is a pattern cutting technique in zero waste fashion design that focuses on reducing and manipulating fabrics in fashion design. The final results of the research are three designs of artisan fashion designs with minimal waste that have a design production system using techniques and skills that have uniqueness and high artistic value because each product is made by hand or the personal touch of the maker. This research was conducted qualitatively with data collection methods in the form of exploration, observation, literature study, and interviews.

Keywords : Sustainable fashion, zero waste fashion design, artisanal fashion