

ABSTRACT

EXPLORATION OF EMBELLISHMENT ON DENIM USING HARDWARE MATERIAL AS A MENSWEAR PRODUCT

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Embellishment is a technique of adding decoration to the surface of fabric or clothing to sweeten or add characteristics to the clothing. Several techniques and materials can be combined to achieve the desired visual or characteristics as a form of embellishment by paying attention to rhythm, color and texture. This research was carried out with the aim of: (1) Processing embellishments to be applied to the surface of the fabric, (2) Processing embellishments using new materials and (3) Creating products by applying materials and techniques as embellishments according to the inspiration achieved. The method in this research is qualitative by collecting primary data from field observations, material exploration and secondary data using library data. With the final result, exploring the potential for developing the surface of denim material by applying hardware material as embellishment on a menswear product.

Keywords: Denim, Embellishment, and Hardware Materials.