

ABSTRACT

**APPLICATION OF DARA CLAM SHELLS AS EMBELLISHMENT ON
CLOTHING**

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Clothing and textiles have been developed and decorated using embellishments with a variety of styles seen over time. Materials such as beads, mirrors, thorns, coins, sequins, tassels, fringe, feathers and shells have been used to decorate textiles (Hinds. 2002). Based on the application technique, clam shells are one of the natural embellishment materials that have different characteristics for each type, which is a potential for further review (Siagian, Delphia and Fairuz, 2021). The processing of clam shells is mostly broken down or removes the intact character of the clam shell. Meanwhile, the processing of intact clam shells that retain the character of the shell shape is still minimal. One of the intact clam shells that can be processed with beading techniques is the dara clam. Through the utilization of the intact form of the dara mussel, it is hoped that this development can emphasize the existence of the dara mussel as an embellishment material. The final result of this research is a ready to wear deluxe category fashion in the form of a modern wedding dress with the application of embellishment material in the form of whole turtle shells. The research method used was qualitative method by collecting primary data through observation, material exploration and secondary data collection through literature.

Keywords: Clam shell, embellishment, fashion