

## **ABSTRACT**

### **EXPLORATION OF REPETITIVE MOTIFS IN XEROGRAPHY IMAGE TRANSFER TECHNIQUES ON WASH DENIM MATERIAL FOR APPLICATION IN PRODUCTS**

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*This research explores the application of xerography image transfer technique on wash denim within fashion products, focusing on developing repeating patterns to enhance the quality of image transfers and the appeal of products to the target market. The study involves a literature review to understand image transfer techniques, denim characteristics, pattern variations, and fashion design elements and principles. Observations at denim centers and garment industries in Bandung help determine suitable types of wash denim. Interviews with practitioners identify effective transfer techniques, and surveys reveal target market preferences for fashion products with repeating patterns. The exploration of motifs and designs results in final product examples.*

*The literature review identifies three image transfer methods (glue, heat, solvent), various types of denim (raw, washed, stretch, black coated, Selvedge), repeating patterns (Square, half drop, brick), and design elements and principles. Observations reveal four types of wash denim at Jalan Tamim and three at GAMATEX, as well as trends in denim, patterns, runways, and local/international brands. Interviews indicate the effectiveness of the technique depends on toner concentration, application consistency, and selected materials. The primary target market is men and women aged 21-25 from Generation Z and Millennials in Bandung, particularly creative professionals or enthusiasts of repeating pattern denim fashion, such as jackets, pants, and skirts. The exploration of the xerography image transfer technique highlights Bio Bleach Wash from GAMATEX as the best option, with the square repeat pattern being most effective.*

*This research advances creative techniques in fashion by applying xerography image transfer to wash denim to create unique repeating patterns. The results provide guidance for designers and the fashion industry to produce innovative products aligned with market preferences, while opening new opportunities for innovation in fashion design.*

*Keywords: Xerography image transfer technique, Wash denim, Repeating patterns, Fashion products.*