

ABSTRACT

APPLICATION OF ZERO WASTE FASHION METHOD USING SUBTRACTION CUTTING PATTERN TECHNIQUES IN MODIFIED KEBAYA CLOTHING

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Sustainable fashion is not only related to waste and environmental issues but also pertains to the continuity of a culture or tradition for future generations. One of the cultural or traditional garments in Indonesia is kebaya. As Indonesia's national attire, kebaya will continue to be worn and will see an increase in its use, leading to the development of modified kebaya designs. Based on this phenomenon, there is potential in developing modified kebaya as a form of applying the concept of sustainable fashion through the zero waste fashion method, which aims to reduce fabric waste in the garment-making process. The zero waste fashion method that can be used is the subtraction cutting technique, which focuses on reducing fabric waste to less than 15% during the garment-making process by optimizing fabric usage through efficient pattern creation. This research was conducted qualitatively with data collection methods including exploration, observation, and literature studies. The final results of this research are three kebaya garments created using the zero waste fashion method with the subtraction cutting technique while maintaining the traditional kebaya style.

Keywords: kebaya attire, subtraction cutting, sustainable fashion, zero waste fashion.