ABSTRACT

APPLICATION OF UPCYCLING METHOD ON NATURAL FIBER FABRIC WASTE PRODUCTION BY DESIGNING FASHION PRODUCTS USING WET FELTING AND BORO TECHNIQUES

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The fashion industry is the second-largest creative industry sector in Indonesia that has a very large potential for development. However, behind this potential, there are environmental problems that arise, especially from natural fiber fabric waste post-production that has not been optimally managed and has the potential to adversely affect the environment. As consumer awareness of sustainability issues increases, it also drives interest in environmentally friendly fashion. The popularity of natural fiber fabrics as an eco-friendly material brings new challenges in managing their waste. One case example occurs at Toko Encit, a local company in Bandung that produces natural fiber fabrics and generates large amounts of natural fiber fabric waste after the production process. The utilization of this waste is still not optimal and does not match the amount of waste produced. This research aims to process natural fiber fabric waste from Toko Encit through the upcycling method using wet felting and boro techniques. The focus of the research is to create new fabric sheets through exploration by generating visual textures, colors, and forms to design outerwear fashion. The research method employed is a qualitative approach that includes literature studies from articles, journals, books, and previous research as references, direct observations at production sites and natural fiber fabric waste sources, interviews with Toko Encit representatives, and exploration of wet felting and boro techniques. The result of this research is outerwear fashion applying the wet felting and boro techniques.

Keyword: *Fabric Waste, Natural Fiber Fabric, Upcycle, Wet Felting, Boro.*