

ABSTRACT

UTILIZATION OF RESIDUAL DENIM FABRIC USING SURFACE TEXTILE DESIGN INTO FASHION PRODUCTS ALONG WITH BUSINESS PLANNING

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Denim clothing is currently increasingly developing exploratively using surface textile design techniques and not only processing new denim fabrics, but also processing denim fabric scraps. Previous denim fabric scrap processing mostly displayed geometric shapes, while exploration into organic forms was rarely used. This study aims to process denim fabric scraps using surface textile design into organic forms into fashion products designed using the SCAMPER method and having a selling value, as well as to compile its business plan. This study uses a qualitative method with a design thinking method approach to solve problems and create solutions based on the needs of the target market. The results obtained are ready-to-wear fashion products with denim fabric scraps processed using patchwork, painting, and distressing techniques into organic forms. There was a positive response that assessed the product as having market potential, which encouraged the preparation of a business plan using a business model canvas and SWOT analysis. This study shows that exploratory processing of denim fabric scraps can open up business opportunities that fill market gaps that have not been fully met.

Keywords: business planning, fashion products, organic shape, residual denim fabric, surface textile design