

ABSTRACT

WOMEN'S READY TO WEAR FASHION DESIGN FOR FABRIC TRENDS BY APPLYING APPLIQUÉ TECHNIQUES

by

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The trend of Berkain is a phenomenon of using traditional fabrics combined with modern clothing that suits the tastes of the younger generation's character. This trend has rapidly developed on social media, initiated by Swara Gembira and Remaja Nusantara. The development of trends through social media is adapted by the younger generation and followed with very high enthusiasm. From the results of a document review, at least there is an element of traditional fabrics in the clothing that can be applied using the appliqué technique. Supported by previous research, there are limitations in terms of product design that are not yet suitable for everyday use. Therefore, this research aims to design women's ready-to-wear clothing for the Berkain trend by applying the appliqué technique. This study uses a qualitative method with data collection methods including document review, brand observation, interviews, and exploration using the SCAMPER design method. Through this design method, it is hoped that the research can contribute to expanding the references for women's ready-to-wear clothing inspired by berkain trends in an effort to preserve traditional Indonesian textiles.

Keywords: Berkain Trend, Ready to Wear, Appliqué