

ABSTRACT

In society, utilization of towel fabric has reach a new level not only as activities around physical and hygiene area. The soft and water-absorbing character of it provide a new chance for towel to be the main material for souvenir or even for clothing. The towel material that did not passed quality control, has a great opportunity as a substituent. The reject material has low economic and aesthetic value. The author interested in utilizing the reject material as the material for party gown, especially those intended for thoroughbred Arab women in Bandung. Some surveys and questionnaire method were conducted to the selected communities to get some inputs to be used as the basic for the designing concept. With this design, the author hope can increase economic value of reject material that can represent the dressing style of modern female Arab descent, in order to appear more standout both within and outside the community.

Keyword : towel reject material, party gown, thoroughbred Arab women community