

***EXPLORATION OF DESTRUCTIVE TECHNIQUES ON DENIM WITH
URBAN THEME***

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ABSTRACT

Denim certainly never die in the textile industry, even denim is growing in the market. But denim is not just a denim for all people, there are certain segments where they have different tastes from the general trend and want their denim is personal and exclusive. This exploration aims to develop further denim techniques which already exist to obtain a maximum visual effects from denim with the incorporation of a variety techniques with urban concept. It is expected to add the value of art and the economic value of denim.

The method used in this research is the combination of qualitative and quantitative method. Technique data collecting by observation, interviews, experiments and literature consisting of books, the Internet, magazines, and journals.

Exploration results show that the incorporation of techniques such as bleaching, foil, distressed, tie dye, pleats, and burn out on denim produce effects with more powerful characters and varied than just using one technique alone. Currently these techniques are already widely used especially in denim, but there is no merging or strong concept, particularly aimed for high segments with unique tastes, so need the further exploration development to create a more powerful character that differentiates it from other denims.

Keywords : denim, destructive, urban, ready-to-wear, unisex