

ABSTRACT

Printing technique in surface design textile is one of the most popular technique among the world's famous designers, hence, every year there would be a collection made out of this technique. Even though its popularity, neither textile or fashion designer has yet use the puff binder as the main decorative elements. Puff binder is a common screen printing ink. Although, it's so common in screen printing industry, the industry always produces puffs that well-shaped due to the screen they're using. Hence, the industrial processing of puff binder doesn't have many variations in its visual. This study offers new varieties of puff visually through manual processing (non-industrial) and it is inspired by the objects of tryphobia.

This study is using literature study by analyzing datas from journals and articles. An observation has been done by visiting a screen printing supplier, and undertook some experiments of puff binder. The final product from the study is fashion bags, applied with puff binder.

Keywords: *surface design, puff, bags, tryphobia*