

ABSTRACT

FASHION DESIGN READY-TO-WEAR INSPIRED BY THE MELAYU DELI TRADITIONAL WEDDING DRESS

Oleh:

Fairuz Humaira

1405130046

Melayu Deli's traditional wedding dress is very potential to be developed, starting from the clothes until the accessories. Its graceful, fancy, but gentleness and inferiority characters, which reflected from each one of these elements are very interesting to be used as an inspiration to new elements.

In this research, the data collected in a qualitative way through literature studies, observations, direct interview with the one who is in charge and experimentation method in exploring textile materials using surface design techniques as a form of stylizations from the ornaments on traditional clothes.

In this research, being able of knowing and developing the Melayu Deli traditional wedding dress are required since there are various kinds of element and character on the Melayu Deli traditional wedding dress. In this experiments material has produced an integrated between technique surface design that is laser cut , beading and smock in realizing forms of element ornaments which is in the end it could be use for the segmented target that has been selected.

Keywords: *melayu deli, ready-to-wear, surface textile design, traditional wedding dress.*