

ABSTRACT

Cultural transformation is one factor that changes the development of fashion trend. Fashion used to be a secondary need; in contrast, it has turned becoming primary need. It is clearly shown on how people value fashion not only as covering the body, but as medium to express their identity. One of them is denim with its rigid and old look becomes the leading fashion item among the youngsters during the hippie era for they happened to be an attribute to bring up freedom, rebellion and juvenility. However, not everyone could accept the new look of denim as it points certain identity. The reason is that lack of technique knowledge on how to process denim material. Therefore, insight of denim processing technique through DIY activity is needed. The popularity of DIY culture is taken into account as easier and approachable method that could be adopted, particularly for the younger. This approach is aimed to encourage and to inspire young people to be creative and to explore independently with the products offered. Thus, the product will have sentimental value for the maker. The experiment is using three methods: qualitative method, analysis method, exploration method for the materials used to create attractive detail within the design collections. The result of this experiment is a DIY kit that consists of young woman clothes with its tools and materials which processing technique could be easily adopted and a sheet of denim fabric in form of patch that has been processed using deconstruction concept.

Keywords: *Deconstruction, Denim, Do-It-Yourself, Fashion*