

ABSTRACT

This research is the manufacture of fashion products. Techniques and products inspired by nature are eco print. The eco print coloring technique pioneered by India Flint, eco print is defined as the process of transferring colors and shapes to fabric through direct contact. Not all optimal fabrics in color printing in eco print techniques. The eco print technique can be applied to natural fibrous materials such as canvas fabric, cotton, silk and linen. The methodology that the researcher uses is the method of collecting data from literature studies and experiments. Literature study was carried out in the form of collecting theories from several sources of books and direct interview methods with some eco print art in Indonesia, some sources said that linen is not too optimal in printing silhouettes and colors. This exploration shows that the optimal eco print technique in linen fabric will be optimal in printing silhouettes and colors if the right technique is made in the manufacturing process. Fashion products produced in the form of high-value, unique, outwear fashion products differ in various styles and colors. It is expected that in the future after this research, eco print techniques will continue to grow.

Keywords: Ecoprint, Linen, natural dyes, outwear fashion products.