

ABSTRACT

SHIBORI EXPLORATION ON DENIM MATERIALS WITH BLEACHING FOR FASHION PRODUCT

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The impact of the popular globalization of Japanese culture also influences Indonesian fashion products. As shibori part of the fashion industry of Indonesia. Some local brands blend the concept of Japanese culture on its products such as using shibori. They have explored in terms of color, technique and style. The application of shibori generally tends to use natural fiber material as well as provide color and motif through the staining stage. However, what if shibori is not used on the material in general, such as denim material. The denim material is chosen as a material material that is generally mandatory for all ages by any age group.

The purpose of this research is to maintain visual timeless shibori and denim which have the potential to produce novelty from the merging of these two phenomena to be a fashion product. A special method is needed to create a denim in with bleaching. Processing bleaching as an attempt to create shibori style on denim which will always give priority to traditional element. Although by way of merging of denim and shibori material as surface design. Then will be explored the implementation of shibori on denim with bleaching technique is expected to be part of the development of shibori in terms of women fashion product creations.

Kaeyword : *shibori, denim, bleaching.*