

ABSTRACT

THE IMPLEMENTATION OF ZERO-WASTE CONCEPT ON READY-TO-WEAR FASHION AND ITS BUSINESS MODEL

CASE STUDY: MINIMALIST TRAVELING

By

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Public interest in traveling activities has experienced a spurt growth on the back of an intense influence from informations regarding traveling, spreading throughout internet and social media. The tendency of people to travel with compact and lightweight luggage is also getting higher, in which the term minimalist traveling is than ubiquitously used. For women in particular, the minimalist way of packing clothes can be an issue due to various factors that need to be considered. Therefore in this study, the author wants to offer a solution in the form of ready-to-wear fashion product with a convertible wear concept.

Convertible wear is a garment that can produce a variety of looks with just one item. The creation process can be achieved by using a simple pattern with minimum stitches, or so called zero-waste crafting, which can be maximize material uses and minimize fabric waste. The mentioned method is also chosen to add an innovative value for the final product and bring environment awareness to Indonesian fashion industries for its capability on producing a zero waste. In this study, the author designs a collection of convertible wear that can be mixed-matched with other fashion items and able to produce a variety of looks. All patterns are made by using draping technique to produce designs directly on mannequin's body.

Key Words: *Convertible, Draping, Patternmaking, Zero-waste*