

ABSTRACT

EMBELLISHMENT APPLICATION AS DECORATIVE ASPECT ON MODESTWEAR

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Embellishment is one of the textile surface techniques in the form of decorating with a variety sorts of material and several other techniques that aim to add decoration with three dimensional effects on the fabric surface. Embellishment is found a lot in the design of famous designer's haute couture collections. In addition , there are also several uses of embellishment with a rather more humble on the designs of some ready-to-wear clothing found in certain brands.

On the other hand , the modest fashion trend is being talked about in the fashion industry. Modest fashion which, if interpreted in a language is a polite dress, gets other implementations especially in Indonesia, which is not often interpreted as moslem fashion. Modest fashion trends can be seen from the number of a fashion event under modest fashion name both in the world and in indonesia .

The potential of applying embellishment to be developed further as a decorative element in fashion, as well as the opportunity for alternative modestwear designs as a global trend, which makes the author offering the alternative designs for embellishment applications as decorations for modestwear clothing.

The research was conducted using qualitative method. Where the data obtained in a narative or descriptive form. Data is collected through direct and indirect observation, interview and explorations on embellishment's material. Exploration is carried out in the form of experiments using several types of materials with different techiques. The techniques used include marbling, wrapping with cloth, embroidery and beadings. The research produced an alternative application of embellishment, especially in modestwear clothing.

Keywords : modest fashion, embellishment