

ABSTRACT

***CLOTHING DESIGN FOR PLUS SIZE WOMEN WITH
INSPIRATION OF BAJU KURUNG MELAYU USING THE
ZERO WASTE METHOD***

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Clothing for plus size women is currently undergoing development, this is marked by the many brands that began to provide plus size in each collection. Furthermore, plus size clothing in Indonesia is still relatively difficult to obtain because the price is relatively expensive and has not varied. One factor that needs to be considered in designing plus size clothing is how to adjust the body type of a woman plus size with silhouette and detailed details so that the wearer can feel comfortable and look proportional. Plus size clothing also requires more material so it is difficult to get material optimization properly to adjust production costs and sales prices. Based on this phenomenon, an effort is needed to be able to optimize the use of materials in the production of plus size clothing, one of which is by applying the zero waste method in the pre-production of clothing. Zero waste pattern is a clothing design technique with effective pattern placement so that it does not produce much waste of cloth pieces, thus not much cloth is wasted in the process of pre-production of clothing.

The purpose of this study is to create newness in fashion design for plus size women who can optimize the use of materials through the application of the zero waste method that is inspired by *baju kurung*. *Baju kurung* are taken because of the basic patterns that have the potential to be able to optimize the use of materials and have geometric patterns so that it is easy to explore. This study produced five (5) fashion clothing products with designs and sizes intended for women plus size and by optimizing the use of materials using the zero waste method.

Keywords: Plus size clothing, Zero waste method, *Baju Kurung*