

ABSTRACT

EXPLORATION OF EMBROIDERY INSPIRED BY INDONESIAN NATIONAL FLOWERS FOR READY TO WEAR DELUXE FASHION

By

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*Indonesia is nicknamed as mega biodiversity because its biological diversity in the form of at least two million species of flowers that spread all over the country. Among the scattered species there are three types of flowers which are expressed as national flowers. Those flowers consists of Jasmine (*Jasminum sambac*) as 'Puspa Bangsa', Moon Orchid (*Phalaenopsis amabilis*) as 'Puspa Pesona' and Giant Padma (*Rafflesia arnoldii*) as 'puspa langka'. These three types of flowers has the potential to be developed because it represents the identity of Indonesia by using the technique of embroidery. The methods that are used in this research was qualitative in the form of literature study, analysis based on observations of embroidery trends from 2014 to 2018 on fashion week. Then continued by experimenting the embroidery technique to visualize each character of the Indonesian National Flowers. The exploration result then developed into ready to wear deluxe fashion product with the reference design based on target market analysis.*

Keywords : National flowers, Indonesia, embroidery, fashion product.