

ABSTRACT
THE APPLICATION OF EMBELLISHMENT FOR DEMI COUTURE FASHION
WITH INSPIRATION OF WEST JAVA PUPPET SHOW

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Demi Couture is a haute couture derivative dress. The Coutouriers in France created for the sake of couture in order to loosen the rules of haute couture. The form of clothing for couture is slightly modified with different manufacturing techniques but still has good quality and a more affordable selling price than haute couture. To design a dress Demi Couture usually uses an embellishment application. Embellishment is an ornament to decorate textile surfaces with a variety of techniques such as adding colors, patterns, textures or designs to fabrics through the use of external media such as threads, ribbons, sequins, buttons and others to add usability, aesthetics or luxurious impression. The luxurious impression was taken from the West Java puppet show which could be an inspiration for embellishment in the application of Demi Couture. The research methodology that the author took was qualitative by conducting literature studies, observation, interviews and exploration. The results of this study were fashion for couture by applying an embellishment that lifted one of the female puppet figures named Sinta, because Sinta had a special Garuda crown different from other characters so that it could be an inspiration for embellishment in couture fashion designs. Exploration carried out using printing, embroidery and beading techniques.

Keywords : Embellishment, Demi couture, Puppet Golek