

## ***ABSTRACT***

### ***Fashion Design Product Using Surface Textile Technique Which Inspired by Bandung Traditional Food***

Oleh

**YUNAWANTI**

**NIM: 1605150016**

**(Program Studi Kriya)**

*Bandung is famous for its culinary city. Bandung has a variety of foods, beverages, and snacks. And one that has been widely known for a long time is a traditional snack, especially surabi and beam cake that has so many flavored which become everyone's favorites and in great demand. The development of the fashion industry today is also strongly influenced by food because food can provide a glimpse of culture and lifestyle. The visual potential of surabi and beam cake that used as inspiration is its unique texture from toppings, colors, and shapes. By using qualitative research methods, such as literature studies, observation, interviews, and exploration. Seeing the development of food fashion trends today makes Surabi and beam cake visuals inspired writers to designed it as a fashion product, namely ready to wear deluxe by using surface textile techniques like embroidery, digital printing, and add-on applications. Where the results of this design are to give references for fashion product that inspired by surabi visual and beam cake.*

*Keywords: Surabi, Beam Cake, Fashion Products, Embroidery, Digital Printing, and Application*