

## **ABSTRACT**

### ***MEN FASHION DESIGN USING EMBROIDERY TECHNIQUE WITH INSPIRATION OF LAVA PAHOEHOE MOUNTAIN TANGKUBAN PERAHUPERAHU***

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*The city of Bandung was again declared the best tourism city in the holding of the Indonesia Attractive Award (IAA) in 2018. About 30 km from the city of Bandung there is the Tangkuban Perahu Mountain Nature Park, which has visual charms such as upside down morphology, ash and white shades and Pahoehoe Lava which can only be found in the area. On the other hand, the men's clothing market in the world is currently up to 4.5% in a year far beyond Womenswear. According to designer Ariy Arka, she wants to change the way people think about daring to wear embroidered garments because the embroidery technique is identical to the conservative cocoon shirt in menswear clothing. Based on the above phenomena, this creates menswear clothing opportunities that are focused on Pahoehoe Lava in Mount Tanguban Perahu using variations of body techniques. The process of this research is carried out using qualitative methods, namely direct observation, literature study, interviews and exploration.*

*Keywords : Lava Pahoehoe, Menswear, Embroidery*