

ABSTRACT

FASHION DESIGN RESORT WEAR MEN WITH MOTIVES INSPIRED FROM PHENOMENON OF CORAL BLEACHING AND BUSINESS OPPORTUNITIES IN INDUSTRI MODE

by

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In Indonesia there are many phenomena that occur due to nature or humans. Like the phenomenon that occurs in coral reefs which causes coral reefs to become white or referred to as the coral bleaching phenomenon. The purpose of this study is to introduce the phenomenon of coral bleaching to the public through fashion products. The delivery that can be done is by using digital printing techniques by making motives first. The method used is a qualitative method in the form of a literature study to look for data that is used as a reference, experiment with making resort wear and motif fashion designs, and observing to find data on comparative brands. The motif is made to display the visualization of coral bleaching by making gradations on the shape of coral reefs. The motif that is made will be applied to the clothes that have been designed. The final results in this study were male resort wear clothing with coral bleaching motifs. Furthermore, business design will be made so that it can be used as a potential to make business in the Fashion Industry.

Keywords: coral bleaching, resort wear, digital printing