

ABSTRACT

THE APPLICATION OF ZERO WASTE FASHION DESIGN METHOD ON MEN'S READY TO WEAR FASHION CASE STUDY: STREETWEAR

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Zero waste fashion design is a way to create clothes where the remaining pieces of material are designed to be clothes from the beginning of the process. In order to fulfill the Zero-Waste concept, the designer must make garments that produce less than 15% waste. This method is one of the efforts made on the phenomenon, namely the lack of application of the zero waste fashion design method in Indonesia. The zero waste method is still considered new and not widely known in Indonesia, this is due to the lack of publicity and awareness of the surrounding environment. One of the clothes that can be developed with this technique is men's streetwear clothes because the pattern of men's streetwear clothing has the potential to be developed and modified with the use of the zero waste pattern. This study aims to find the design and the construction of effective patterns in men's streetwear clothing, in order to not leave much of the pre-production clothing waste. This research uses qualitative methodology by collecting data through literature studies and interviews. This research was conducted by examining the zero waste pattern technique in men's streetwear by making a flat pattern, and the use of raglan patterns in making sleeves, which were done to minimize the remaining fabric to create a zero-waste fashion pattern. The results of this research are four pairs of men's streetwear clothing made from taslan fabric and a zero-waste pattern while the surface method used in this research are screen printing technique.

Keywords: zero waste fashion design, zero waste pattern, menswear.