

ABSTRACT

APPLICATION OF LASER CUT TECHNIC AS AN EMBELLISHMENT ON READY TO WEAR DELUXE

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Laser cutting is a cutting technique for a material using a laser machine that is controlled by computer technology. Laser cut in the fashion industry are generally used for making embellishment and cutting a design motif in haute couture clothing. The current development of computer technology also affects the technique of making embellishment.

Embellishment in fashion means adding something detail to clothing with a variety of techniques to decorate fabric surfaces resulting in an aesthetic impression on clothing. Embellishment is found in many haute couture fashion collections by famous designers. Seeing the development of computerized and embellishment technology, the author has created embellishment using laser cut techniques in fashion by taking special theme inspiration. By collecting qualitative data in the form of literature studies, direct and indirect observation, interviews, and exploration. Exploration carried out in the form of laser cut processing will be formed into a form of modular embellishment. Exploration results are applied to fashion ready to wear deluxe products with reference to designs based on target market.

Keyword: *Laser Cut, Embellishment, Fashion Product*