

ABSTRACT

DESIGN OF CONVERTIBLE FASHION READY TO WEAR USING ZERO WASTE FASHION DESIGN METHOD APPLICATING SENKANG WEAVING

By

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Sengkang Weaving is a traditional weaving of the Bugis tribe that its has own meaning and value for them. Until now Lippa, another name for Sengkang Weaving, is still used in the daily lives of Bugis tribes, such as weddings, anniversaries, cooking, shopping etc. Lippa has also used by designers such as Ivan Gunawan and Didit Maulana for their collection. Rissanen (2006) in his research said that, 15% of the average waste produced from 400 billion square of cloth is wasted, it means as many as 60 billion square cloths are pollute the environment. In this research students will applying Lippa as ready to wear convertible designs with the zero waste fashion design technique focused on geometric patterns to optimize materials so that the waste produced is below 15%. The methodology used in this research is qualitative research where the methods carried out include literature studies, interviews, observation and experiments. The final product produced is ready to wear convertible clothing. Students hope this research can be a reference for fashion industry players to further develop the zero waste fashion design concept especially in convertible clothing as a step for a more environmentally friendly fashion industry.

Keywords: sengkang weaving, zero waste, convertible, geometric,