

ABSTRACT

THE MAKING OF RESORT WEAR INSPIRED BY CORAL BLEACHING PHENOMENON AS BUSINESS OPPORTUNITY IN FASHION INDUSTRY

By

OCTAVIANE VINKA S.

NIM : 1605154137

(Craft Study Program)

Traveling becomes one of the important needs of many groups. The popularity of resort wear and the interest in traveling have been increased rapidly. Moreover, there is a potential to make coral bleaching as an inspiration. Coral bleaching is a process whereby the coral colonies lose their color. A rise in the water temperature caused widespread coral bleaching in Indonesian waters. Global warming is caused by human activities which impacting the climate system, including a rise in the water temperature. Therefore, introduction and efforts to improve Indonesians' mindset towards this phenomenon are necessary. The variety of coral shapes as research objects are processed into two dimensional patterns by stylizing the motifs, arranging the motifs, repeating motifs to develop the pattern, and add colors based on the color schemes. The techniques are processed by vector software. Natural fibres are the suitable materials for resort wear, therefore the result is applied on cotton and linen fabric. The outcome patterns were printed using DTG (direct-to-garment) printing on white cotton fabric, the other designs are applied on linen fabric. Through this application, we discovered a number of business opportunities in order to present the coral bleaching occurrence.

Keywords: women's resort wear, coral bleaching, pattern