

ABSTRACT

OPTIMAZITION OF REDESIGN SECONDHAND CLOTHING MADE OF POLYESTER FABRIC

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The development of the fashion industry that is so rapid in the world has resulted in the increasing variety of fashion products. Clothing with a short period of use results in a buildup of secondhand clothing due to damage, consumer saturation and others resulting in the phenomenon of secondhand clothing trading.

According to the Analysis of Used Clothing Import Policy (2015), secondhand clothing trade in Indonesia had the highest increase of 39.42 from 2009-2013. Formal secondhand clothing such as skirts, dresses, coats and jackets made from polyester fabric are less attractive to consumers, due to the old style. Polyester fiber itself is difficult to be recycled biologically, because many component substances are also found in petroleum and can cause environmental pollution.

Therefore, the purpose of this research is to increase the lifetime of secondhand clothing made from polyester fabric. The research methodology used qualitative methods with data collection in the form of observations from Cimol Gedebage Market which is the largest secondhand clothing trading market in Bandung, interviews with traders, literature studies and exploration to produce the composition of waste to be used.

From this study, it provides a new form of creativity with surface textile design techniques to cover defects in secondhand clothing made from polyester fabric which is processed with various techniques such as beading, patchwork, pleats, burning and renewing the appearance by redesigning new fashion products in the form of dresses and skirts with higher economic and aesthetic values.

Keywords: Redesign, secondhand clothing, polyester fabric, fashion products.