

ABSTRACT

UTILIZATION OF WOVEN LURIK IN MEN'S READY TO WEAR WITH ZERO WASTE METHOD

By

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Woven lurik is one of the Indonesian traditional weaving from Java. Lurik itself is interpreted as a line, which is the motif of this woven fabric. Woven lurik usually used for traditional clothing and carrying aids. Traditional cloth for men that made from woven lurik its called beskap. Beskap is generally made of lurik fabric with a dimension of seventy (70) centimeters and is still popular today. Woven lurik is currently increasingly popular, has the potential to be developed in men's clothing because men's purchasing power in clothing increases compared to women. This research use the zero waste square cut method to optimize the dimensions of the fabric used. The purpose of this study is to introduce zero waste techniques as one of the solutions to optimize fabrics. The final product from this research is ready to wear men who follow trends by referring to the "Svarga" trendforecast.

Keywords : Woven lurik, zero waste, ready to wear