

ABSTRACT

DENIM EXPLORATION USING FLEXI PRO TECHNOLOGY FOR WOMEN'S MODEST WEAR

By

NADA SHOFIYAH

NIM : 1605154069

(Program Studi S1 Kriya)

The existence of denim is timeless. Denim which has been around for more than a century, its existence does not look fading, but denim is increasingly loved by its fans and increasingly expanding its market. Overseas denim products are increasingly explorative with fascinating motifs that are manually made and some even use recent technology. In Indonesia, denim is quite developed, there are several factors that make denim fashion in Bandung grow, namely, the availability of resources and facilities such as denim centers at Tamim street and the existence of Pro Flexi Laser Technology from Jeanologia at Greko Creative Hub, Bandung. which makes the potential to process denim material become more explorative. And in 2017, Bandung was inaugurated as Modest Fashion City by Kenny Dewi Kianasari, S.Sos., MA, Head of Bandung Culture and Tourism Office, this proves that modest wear in Indonesia, especially in Bandung, is highly advanced. With all the potential possessed by Bandung, there is an opportunity to improve denim material to be used as modest wear products. Denim will be explored by adding motive composition using flexi pro technology so that it is more explorative. The research methodology carried out is a qualitative method by collecting data such as observation, literature study, experiment and interviews. The benefits of this study are to provide insight into the existence of flexi pro technology, provide new references in making motives, and add variations in design to the market.

Keywords: Denim, Flexi Pro, Modest Wear