

ABSTRACT

ZERO WASTE FASHION DESIGN TECHNIQUE APPLICATION ON OUTERWEAR CLOTHES CASE OF STUDY: TRENCH COAT

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Fashion industry has increased, make it as the second biggest waste and pollution producer after oil industry. The percentage of dumped fabric during cutting process is above 15% per production. Zero waste fashion design method is one method that could minimize the generated waste. The zero waste technique has been adapted by many developed countries. In Indonesia, some fashion labels has made Zero Waste Fashion Design as their concept. However, not so many products created based from Zero Waste Pattern. Zero Waste Pattern is a fashion designing technique with effective pattern placement which could minimize the amount of wasted fabric in production process. Creating clothes with these techniques have the chance to be developed by exploring technique of making ready to wear clothes. Trench coat is a ready to wear piece that can be developed by zero waste techniques because trench coat has the potential to be modiflicated by effectively placing the pattern so it would minimize the unused fabric throughout production. The aim is to find optimal method on construction pattern of trench coat which could minimize the fabric residue amount within production process, and provide alternative pattern in trench coat making by using zero waste pattern method. The process in this research uses qualitative research by collecting data through field observations and workshops to find out the types of outerwear that the market is interested in and the patterns used by those fashion clothes. This research was conducted with analyzing zero waste pattern method and trench coat construction pattern through flat pattern technique in pattern making. The results of this research are modern trench coat make use of scuba fabrics with zero waste patterns that can be an alternative and reference pattern variation in making outer trench coat clothing.

Keywords: Zero Waste, Outerwear, Trench Coat