

ABSTRACT

APPLICATION OF NATURAL DYES ON FASHION PRODUCTS WITH INSPIRATION BOHO-CHIC

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Natural dyes have the potential of natural resources, the value of tradition, and its use that can improve the competitiveness of Indonesian fashion products. According to the observation data of natural dyes in Pekalongan, which is widely used are Indigofera Tinctoria, Jelawe (Terminalia belerica), and tingi (Ceriops tagal) because it has a high success rate in dyeing fabrics. The potential of natural dyes lead to the conclusion to use natural dyes for fashion products in the form of clothing using boho-chic styling because the theme has a value of craft, natural materials and natural dyes Related to the historical development of the theme.

Keywords: Natural Dyes, Boho Chic.