

ABSTRACT

Riselanov, Mentari Evra, 2020. DIRECTING OF FASHION FILM WITH A SUSTAINABLE FASHION CONCEPT FOR FASHION CONSUMERS. *Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

Today, the writer's anxiety as a consumer about consumer behavior is increasingly prevalent in consumers, especially in the field of fashion, the absence of a balance of productive behavior that makes consumers very consumptive. Impacts arising from consumptive behavior also affect the environment. The fashion industry is very influential in contributing to carbon emissions in the world. Therefore, here the authors provide activities and solutions for the scope of fashion consumers in South Jakarta in order to extend the life of their clothing or fashion goods, namely warp and #TukarBaju. Both of these activities are sustainable fashion concept activities.

Keyword: lungsuran, fashion film, sustainable fashion.