

ABSTRACT

LEFTOVER FABRIC WASTE PROCESSING OF MODEST WEAR BRAND IN BANDUNG FOR FASHION PRODUCT INSPIRED BY “ES DAWET”

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Bandung always promotes clothing trends in society. One of them is Modest Wear fashion trends. In recent years Modest Wear is currently in demand by women in Indonesia. Especially women in Bandung. This is one of the reasons that many modest wear brands have emerged and are competing to focus on making modest wear clothing. No exception local brands. Local brands are on the rise again lately. Because the quality and price are not inferior to brands from abroad. In 2019, local brands from Bandung that carry the type of modest wear clothing have reached 120 brands (Nilawati, 2019). This includes quite large numbers. Because it proves a lot of variety and choices for consumers in finding their favorite types of modest wear. This raises problems in the environment.

This study examines the lack of fabric waste treatment produced by the modest wear brand in Bandung so that it has the potential to produce waste problems and the opportunity to utilize fabric waste from the Bandung modest wear brand by using surface design techniques in fashion products. The purpose of this study is to find out how to treat fabric waste produced by the modest wear brand in Bandung so that it does not have the potential to produce waste problems and utilize fabric waste using surface textile design techniques for fashion products. By applying Dawet Ice as local content used as visual inspiration for the product.

Keywords: Modest Wear Brand Waste, Fashion Products, Surface Textile Design, Dawet Ice