

Abstract

Supported by the active role of social media which is now used as a place for self-presentation to be seen as trendy and modern, public figures who are demanded to appear all-up-to-date, and increasingly varied fashion styles. Making a change in people's lifestyles towards a more consumptive direction due to fashion desires that must be fulfilled. Fabric made from denim is a popular fabric that is already known by fashion enthusiasts, its production continues to experience very rapid development. However, denim fabric greatly contributes to pollution and environmental damage. Because it is not only the end product that pollutes, from the beginning of making denim fabric has produced a large waste. It takes 11,000 liters of water and 20,000 more chemicals in making one piece of jeans, the decomposition process takes almost 40 years by releasing chemicals that can trigger diseases such as cancer, digestive systems, skin diseases, and kidneys that are harmful to the environment and society. Supported by research conducted by the Niracle Team, visiting 15 RWs in the Bandung City area found that household textile waste reaches 22 tons per day, but the community's solution for handling it is still discarded or burned without prior processing, making the environment affected but not ignored again. Therefore, the authors made the design of a campaign to reduce denim fabric waste by "Shopping from Cabinets" helping the role of the community to be more wise and responsible in preventing early accumulation of excess textile waste, utilizing and reducing the amount of waste, especially denim waste made from denim so that it can finally provide good benefits for the environment.

Keyword: Lifestyle, Consumptive, Denim Fabric, Environment