

ABSTRACT

THE PROCESSING OF TEXTILE PATTERN USING EMBROIDERY TECHNIQUES WITH INSPIRATION FROM IMPRESSIONISM PAINTING

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Seeing the potential of the phenomenon of designer work collaborating fine art with fashion. The collaboration between art and fashion has existed since the 1930s, a collaboration between Elsa Schiaparelli and artist Salvador Dali. Fine art in the form of paintings is used as inspiration for making textile pattern. Most of the textile pattern are processed and applied to the fabric using a printing technique. Whereas other techniques have more potential such as embroidery techniques. The embroidery technique gives a texture and embossed impression to the fabric, making it different from the use of other techniques. Impressionism painting was chosen because the brush strokes on the painting have a strong and clear character in accordance with the visual characteristics produced by the thread in the embroidery technique.

Qualitative methods are used in this study, by observing the work of designers who process textile pattern with embroidery techniques. This was followed by an experimental process of digitally processing textile pattern with textile pattern stylization techniques from impressionist paintings. The results of digital motif exploration are then applied to textile materials using embroidery techniques. The experimental results are processed and composited to be applied to ready-to-wear deluxe clothing products according to the concept and target market based on the comparative brand analysis.

Keywords: Textile Pattern, Embroidery, Impressionism Painting, Ready-to-wear Deluxe