

ABSTRACT
***MEN'S FASHION DESIGN USING ZERO-WASTE
TECHNIQUE WITH WEAVING ULOS SADUM***

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The development of men's fashion is increasing rapidly, with fashion trends changes every season that produces various types of models and sizes that are mass-produced. As a result of the production process, the impact on the increasing amount of waste during production. To prepare for waste reduction during production there is one concept that can be applied is zero waste. The concept of zero waste can be applied to one of Indonesia's traditional fabrics, ulos fabric. Ulos was chosen in this study in addition to the pandemic that resulted in losses to craftsmen. So this research aims to design men's ready to wear clothing, by applying the concept of zero waste and weaving ulos sadum as a motif. The research method used is qualitative with data collection techniques of literature studies, interviews, observations, and exploration. So, this research produces a product by applying weaving techniques with sadum ulos motif so that it can be used as an alternative design of men's ready to wear fashion products with the zero-waste concept.

Keywords: clothing, zero waste, weaving ulos Sadum.