

## **ABSTRACT**

### **DESIGN OF DECORATIVE ELEMENTS IN MODEST WEAR CLOTHING WITH ZERO WASTE CONCEPT WITH TECHNIQUE BLOCK PRINTING.**

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*Modest wear fashion trends have increased, with the addition of new types of clothing, causing a lot of waste in clothing production. This raises awareness that efforts are needed to reduce clothing production waste. There are several efforts that have been made, one of which is using the concept of zero waste in clothing patterns, but does not process decorative elements. The lack of application of motifs to clothing with a zero waste concept is an opportunity to apply decorative elements using block printing as a motif application technique that produces less waste. The motif that will be applied is inspired by the Dayak Kenyah tribe, which is one of the indigenous tribes of the interior in East Kalimantan. This study aims to develop the application of motifs using block printing techniques on modest wear with a zero waste concept with the inspiration of the Dayak Kenyah tribe as a decorative element of the motif. The research method used is qualitative with data collection techniques, literature studies, observations and experiments with the final result of modest wear with a zero waste concept with decorative motifs inspired by the Dayak Kenyah Tribe.*

*Keyword: Zero Waste, Modest Wear, Block Printing, Dayak Kenyah Tribes.*