

ABSTRACT

MODEST WEAR CLOTHING DESIGN WITH ZERO WASTE CONCEPT USING SHIBORI TECHNIQUES

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Indonesia is a country that has entered the 3rd rank of the Top 10 Modest Fashion. This is a business opportunity for fashion business people to expand their wings to foreign countries. The development of modest wear started from a fashion style following religious rules but over time, modest wear can become casual clothing that can be worn daily. Besides that, modest wear must also prioritize the side of a polite fashion style and cover part of the body. On the other hand, with the emergence of fashion business actors, waste production cannot be ignored, so that in order to reduce waste, the concept of zero waste is needed. This concept is an effort to minimize waste such as research by Iin Fauziyah who designed modest wear so that it can produce 0% waste. In Fauziyah's research is still limited to using traditional fabrics and optimizing fabrics by developing a zero waste pattern. Therefore, this research still has the opportunity to be developed by applying surface textile decoration techniques that can provide added value such as the use of decorative elements with the shibori technique.

Indigofera plants are one of the natural resources that have the potential to be developed as natural dyes such as the application of color in the shibori technique. The development of the shibori technique in Indonesia has been implemented by several local brands such as Embun Pagi processing synthetic dyes and Osem and Kolosal Natural processing materials, however, in terms of material processing the shibori motif has not been widely applied to Goyor woven fabrics. Therefore, the purpose of this study is to design modest wear clothing products with a zero waste concept that produces 0% waste using four types of shibori techniques as the application of a variety of decorative elements on Goyor woven fabrics with Indigofera natural coloring. The research method used is qualitative with data collection through literature studies, observations, interviews and exploration of shibori techniques and zero waste patterns. The results of this study are modest wear with an environmentally friendly concept with Goyor weaving as the main material and four shibori techniques as decoration elements.

Keywords: Modest wear, zero waste, shibori techniques, Goyor woven fabric, Indigofera.