

ABSTRACT

APPLICATION OF ZERO WASTE PATTERN CUTTING TECHNIQUES FOR WOMEN'S STREETWEAR CLOTHING USING DENIM MATERIAL

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The development of the fashion industry is directly proportional to its negative impact, namely environmental pollution. This is caused by a large amount of waste during the production period, considering that fashion production is the secondlargest waste producer in the world after oil waste with an average of 80 million tons per year. One type of clothing that plays a big role in environmental pollution is denim. Since its inception, the manufacture of denim fabric has generated a large amount of waste. Denim is a garment that consumers keep for a long time, but the impact of its production on environmental conditions is very significant. Zero Waste Fashion Design can be one way to reduce fashion production waste. Zero Waste Fashion Design can be defined as a fashion product design process that does not produce waste or production residue from the materials used by optimizing pattern cutting techniques in the design process. This research aims to design a minimal waste clothing collection using Zero Waste fashion design techniques, as well as the use of denim fabrics that are implemented into street styles in the form of combined outerwear with surface tie dye bleaching techniques. The method used in this research is qualitative with data in the form of literature studies to analyze phenomena and solutions to existing problems, then observe the concepts to be applied and conduct experiments on bleaching techniques to find suitable motives for use as surface textiles.

Keywords: Zero Waste, Streetwear, Denim, Bleaching