

ABSTRACT

READY TO WEAR FASHION DESIGN WITH THE CONCEPT OF ZERO WASTE USING ENGINEERED PRINT TECHNIQUES

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The technology of the fashion industry in Indonesia is increasing and varies, from the production of threads, fabrics, to apparel. Until now, people have begun to realize the importance of cutting time in activities, one of which is in making clothes that are no longer intended for individuals but many people, and what is called ready to wear has emerged. Ready to wear is clothing that is mass-produced in various sizes. Ready to wear clothing also describes a method of making clothes that do not involve the customer in the choice of style, fabric, complete measurements, and receipt of clothes that take up to several weeks. In general, the process of making ready-to-wear clothing uses a predetermined pattern and cut of clothing, and an average of 15% of the remaining fabric is wasted from each production, to reduce the waste of fabric that is wasted, the concept of zero waste fashion design can be applied. The application of the zero waste fashion design concept can be made easier with the engineered print technique. The engineered print technique is the engineering or placement of motifs that are designed to fit into pieces of clothing patterns. The purpose of this research is to make ready-to-wear clothing by maximizing the use of the zero waste concept to reduce the amount of waste generated and engineered print techniques to assist the process of pattern making and applying motifs to fabrics. This research process uses a qualitative methodology with data collection through observation, interviews, and exploration to support the fashion design process. The result of this research is a recommendation for a ready-to-wear garment production process that produces less than 15% waste using the concept of zero waste fashion design with engineered print techniques for pattern making as well as applying motifs.

Keyword: Ready to wear, Zero waste fashion design, Engineered print