

## **ABSTRACT**

### ***APPLICATION OF ENGINEERED PRINT TECHNIQUES WITH ZERO WASTE FASHION DESIGN CONCEPT IN WOMEN'S READY TO WEAR FASHION***

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*Ready-to-wear clothing has become a common garment to be produced because of its high demand with massive and fast workmanship so that the products are produced at affordable prices. In order to meet the needs of human clothing, the role of qualified technology is very important. The massive and fast production process is carried out inefficiently by the fashion industry, resulting in excess fabric waste of more than 15% which has a negative impact on the environment. There are two types of fabric waste, namely fabric left over from production by industry and waste generated by consumers. The zero waste fashion design method is a good alternative in reducing the problem of textile waste by utilizing available technology, one of which is engineered print. The engineered print technique is one of the background design techniques designed to adjust pieces of clothing patterns using a computer application so that they appear to flow according to the curves of the body and produce an illusion effect on the eyes because of the faint stitches. The engineered print technique with the concept of zero waste fashion design can be utilized in optimizing fabrics because this process has the potential to be more effective in realizing ready-to-wear clothing that can reduce fabric residue in the production process by at least 15 percent. Based on the explanation in the previous statement, a research was conducted to develop fabric optimization using engineered print techniques by producing women's ready-to-wear clothing with the concept of zero waste fashion design. The methodology in this study uses qualitative methods with data collection through literature studies, indirect observations, exploration of clothing patterns based on the concept of zero waste fashion design, and stylized *Rafflesia arnoldii* flowers for engineered print motifs as a surface technique.*

*Keywords: zero waste fashion design, engineered print, ready-to-wear.*