

ABSTRACT

THE APPLICATION OF ZERO WASTE FASHION DESIGN ON MEN'S READY-TO-WEAR CLOTHING WITH SURFACE DESIGN TEXTILE TECHNIQUES

By

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It is familiar that the fashion industry is the third biggest contributor to waste. Several studies have also proven that until now textile waste is out of control. One solution that can be done is to apply the zero waste fashion design method. This method is well known in Indonesia, although its application is still lacking. Therefore, this method can be applied to men's ready-to-wear clothing as one of the growing clothing lines in Indonesia. In addition, there is a potential for the layout technique to be applied to zero waste clothing as an addition to variety. Digital printing technique is one of the efficient surface design techniques to be applied to ready-to-wear clothing, because it can be produced with minimum time and cost for mass production. The purpose of this research is to apply the concept of zero waste fashion design to men's ready-to-wear clothes, as well as the potential for the application of digital surface design techniques. This research uses qualitative methods with data collection techniques literature study, observation, and exploration. The final result of this research is men's clothing ready-to-wear with the application of the concept of zero waste fashion design with the application of digital printing techniques.

Keywords: zero waste fashion design, men's ready-to-wear, surface design textile, digital printing