

ABSTRACT

DEMI-COUTURE CLOTHING DESIGN USING ZERO WASTE FASHION DESIGN METHOD WITH SASHIKO TECHNIQUE APPLICATION

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Demi-couture is classified as special needs clothing that is made with high-level techniques of complexity and using high-quality materials. In the production process of clothes, it is known that there is textile waste that is left after the production. So, the zero waste fashion design method is applied to the clothes production process to minimize the production waste. On creating any fashion products, it is necessary to have such a point of interest to increase the attractiveness element of the product itself. One of the techniques that can be used was the Sashiko technique. This study aims to apply the zero waste fashion design method into demi-couture clothes with the application of the Sashiko technique as a decorative element. The result of this research is the form of a demi-couture clothing collection based on how it is made and the quality of the materials that are used. This research used a qualitative method with a data collection technique that comes from literature studies, interviews, observation, and exploration in the form of applying the Sashiko technique and creating zero waste patterns.

Keywords: demi-couture, sashiko, zero waste fashion design.