

ABSTRACT

Ahmad Abidzar Habibullah, 1604184021, 2022, My Clothes Have Stories To Tell (Pemanfaat Limbah Fesyen Sebagai Media Karya Seni: Self Portrait)

“Final Project: Creative Arts Study Program, Faculty of Creative Industries, Telkom University”

Self-portrait as a work of art has been found since the 15th century. There are a number of underlying motivations for this. The artist, through his collection of ideas, wants 3 (three) things: to see himself, to describe his feelings and to shape people's perceptions of him. These three things he wants to realize realistically in a media as a symbol of his identity. The author's self-identity has been formed from an early age, either individually or in groups, for example: the habit of tilting a hat when attending a flag ceremony at school is the influence of listening to hip-hop music, starting a fashion business with a group of friends, to becoming a model for several other local fashion brands. The development of the industry through the latest hardware and software affects the fashion field. On the one hand, the fashion industry can meet consumer demand quickly and abundantly and cheaply – fast fashion. However, the abundant availability in a short time coupled with the rapid change in fashion trends causes the emergence of the problem of fashion waste. In the final project, the author wants to link between self-identity and fashion waste and utilize this waste to realize self-identity.

Keywords : *Self-portrait, Identity, Fast Fashion.*