

ABSTRACT

USING FOOD INSPIRED FREEFORM CROCHET AS A DECORATIVE ELEMENT TO PUT ON FASHION PRODUCTS

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Freeform crochet or can also be called free to be creative with yarn without any "rules" that become the benchmark in making certain patterns with crochet. This makes us more flexible to express ideas in the form of intertwined yarn threads. In addition to the current crochet phenomenon that is currently developing in society, the development of sweet foods or desserts is also becoming a trend, where people are starting to flock to create business fields that focus on sweet foods by creating new innovations. Looking at the two phenomena, regarding the crochet trend and the sweet food trend, the author sees the potential for combining trends to be applied to fashion products. The merging of the two trends is also associated with fashion trends from the Indonesia Trend Forecasting 2021/2022 or ITF, namely "Essentiality" with the Naïve sub-theme, which has a colorful, casual, wavy concept, in accordance with the typical color palette of sweet foods. Freeform crochet technique is the main technique of this research. It is hoped that it can create a textile surface and texture details that are more innovative, by exploring the colors, silhouettes, shapes, and compositions of these sweet foods, desserts. Through exploration results which will be further processed and will be applied to fashion products.

Keywords: Fashion Trend, Dessert, Ice Cream, Fashion Products, Freeform Crochet, Embroidery.