ABSTRACT

APPLICATION OF BEADING TECHNIQUES AND DRAPING TECHNIQUES ON PARTY FASHION

By

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The development of fashion and technology today tends to experience novelty in a short time and make demands for new models that are more characterful in each design. Consumer needs for more models are increasing, especially on party clothes. Giving character to the model, can be through the application of some decorations such as surface design. Researchers saw opportunities in optimizing draping techniques on party clothes as well as the potential for combining draping and beading techniques in party fashion. This time the research was carried out by looking for surface design through exploration. The methodology used in this study is qualitative, the data source obtained in this study is obtained through observation, interviews, literature studies, and exploration.

The purpose of this research is to find out beading techniques and draping techniques that can be put together and applied to party fashion. Exploration carried out in this research through the initial and advanced exploration stages. This research is also supported by information through in-person interviews with several designers and owners of party clothing boutiques. As for the information that can be related to the optimization of materials that can be applied to draping and beading techniques on drapery clothing according to trend forecast, Researchers found several ways to apply decorations to party clothes with the Beading Technique as well as several types of material beads that have the potential in the application of beading techniques. The importance of the introduction and promotion of fashion works through social media and digital platforms today is an important factor in digital marketing today. The final result of this study is in the form of party clothing that is applied two surface techniques as supporting the decoration.

Keywords: Draping, Beading, Party Fashion.