

ABSTRACT
**EXPLOIRATION OF MOTIFS ON READY TO WEAR MIDDLE CLASS
CLOTHING WITH A SLOW FASHION CONCEPT USING
THE NEEDLE FELTING TECHNIQUE**

By

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The felting industry is made for many uses such as carpet mats, car rugs, and more. Needle felting looks cute, smooth, easy to shape, soft, has properties that can be shaped into 3D or 2D and has a fairly clear fiber. However, the maintenance of this felting is quite difficult because it can be seen from the material, this felting can be easily exposed to dust and dull. This needle felting technique uses wool or fine fibers that can be attached to other fibers. Because needle felting is in a needle, so needle felting is not necessary or does not bother using 100% natural fibers. In contrast to wet felting or nuno felting, which must use 100% natural fibers because the wet technique uses plant-based properties to glue. In this study, the authors used a needle felting technique with a mixture of wool fibers and fabrics that have slightly hollow yarn properties. The main purpose of this research is to find out the development of novelty motifs using the needle felting technique, then produce and apply visual novelty forms to the results of making motifs with the needle felting technique on textile materials to be used as fashion products. The method used in this research is qualitative with several data collection techniques, namely literature study to obtain the required research data, then observation to determine the development of felting in Indonesia. And the last is exploration as an effort to plan research applications. The research results obtained by researchers are the process of making needle felting techniques starting with exploration of suitable materials to use. Then the results of the motifs that have been composed and applied to denim and organza materials are realized into ready-to-wear middle class clothing products with a slow fashion concept with a novelty technique motif style using various types of flora ornaments. The concept of collection design refers to one of the trend forecasts.

Keywords: Fashion, Felting, Qualitative, Motif, Fiber.