

ABSTRACT

APPLICATION OF SUSTAINABLE FASHION CONCEPT USING DECONSTRUCTION TECHNIQUE BY UTILIZING THRIFT CLOTHING

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Sustainable fashion is a phenomenon that is receiving a lot of attention. This is because sustainability is becoming a major concern in the fashion industry, with the aim of reducing the impact of the fast fashion industry through the implementation of sustainable values. Fast-changing clothing trends have led to mass production of clothing, which in turn led to the accumulation of clothing waste. This waste then ends up in the second-hand clothing market, which is categorized as environmental waste with low use value. Therefore, it is necessary to understand how to process materials properly, one of which is through the process of deconstruction. Deconstruction itself is the process of changing the shape, material, construction, fabrication pattern, and stitching of clothing until it is complete, usually not aiming to fulfill the basic function of clothing but rather appreciated for its artistic value. This research will use qualitative, analytical, and explorative methods to produce menswear products by combining and recycling used clothing through deconstruction techniques. In addition, surface decoration will be added to some details of the clothing to increase the value of the clothing.

Keywords: *Sustainable Fashion, Deconstruction, Thrift*