

ABSTRACT

Development of Urban Fashion Semi-Formal Product with Application of Natural Dyes

By

MEGAVITRI

NIM: 1605194104

(Craft Textile and Fashion Study Program)

The lifestyle of urban communities creates a diversity of social interactions and activities, which increases the interest and needs of urban communities for semi-formal clothes, basically semi-formal clothing supports to wear anytime and anywhere. This is proven by the existence of the brands Lanivatti, Mashiro & co, and Lafiyé which sell semi-formal clothes. These three urban brands sell environmentally friendly products using biograde fiber materials. Based on the phenomena above, the authors were inspired to develop semi-formal fashion products that are environmentally friendly but with the application of natural dyes to create a neutral color palette that supports the characteristics of semi-formal clothing.

The method in this study is qualitative, with data accumulation, observation, interviews and exploration. Based on the consideration of the results of data accumulation, interviews and observations, the natural dyes tingi and ketapang are the most widely used and could create neutral colors. This research will produce a semi-formal clothing design with the application of tingi and ketapang natural dyes. The final result of this research is to create semi-formal clothing products that are environmentally friendly by applying tingi and ketapang natural dyes, as well as meeting the interests and needs of urban communities.

Keywords: urban, semi-formal, natural dyes