

ABSTRACT

EXPLORATION OF SUBTRACTION CUTTING MIX METHOD PATTERNS IN ZERO WASTE AND ARTISANAL FASHION

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Zero waste management is a global movement that aim a minimizing waste and maximizing the use of resources for as long as possible. Reduce, reuse and recycle are the main strategies in supporting zero waste. Zero waste fashion design is a sustainable movement in the fashion industry that adopts a reduce strategy, namely reducing waste. Zero waste fashion methods, such as the subtraction cutting method, help optimize fabric usage by eliminating a few wasted sheets and allow for effective fashion product design. This approach has similarities to artisanal fashion, which focuses on designing high-quality products on a small scale and the role of the designer in determining the aesthetics and concept of the design. Artisanal fashion also supports local resources by using locally sourced materials and creating jobs for local communities. Sustainable fashion is a movement that prioritizes environmental, social, and economic wellbeing. The zero waste concept with the subtraction cutting method is the right approach in creating sustainable, artisanal fashion products. This research was conducted qualitatively by exploring the design of clothing patterns, observation and literature studies. The results of this study resulted in three looks for women fashion products and showed how the application of the subtraction cutting method in zero waste fashion can produce sustainable artisanal fashion products.

Keywords: sustainability, zero-waste fashion, subtraction cutting, artisanal