

ABSTRACT

APPLICATION OF BLOCK PRINTING TECHNIQUES ON SYNTHETIC LEATHER FOR FASHION PRODUCT DESIGN

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Block printing is a printing technique made using wood that is carved and inked with dye, then applied to the surface of the fabric by pressing. Block printing is generally applied to natural fiber materials such as cotton or linen fabrics. Previously, there have been studies that attempted to develop the application of block printing techniques on synthetic fabrics, namely velvet and organza. So the author sees the potential to apply the block printing technique to other synthetic materials. In addition, block printing has been found to be applied to genuine leather, but the colors used are limited to brown, thus the author sees the potential to apply block printing techniques to synthetic leather as an alternative material. This research aims to develop the application of block printing techniques on synthetic materials in the design of fashion products. The method used is qualitative with several data collection techniques including literature studies, observations, and interviews to gain knowledge that has been done, as well as conducting block printing experiments on synthetic leather materials. Then applied to the design of fashion products in the form of coats and blazers by raising the issue of animals that occur in Indonesia as a block printing motif with a printing plate made by gadh (filling block).

Key words: Block Printing, Synthetic Leather, Pattern, Fashion Product