

## ABSTRACT

The emergence of thrift shops in developing countries is a consequence of the fast fashion industry, which results in a significant amount of production leftovers or rejects ending up in landfills and oceans. Among the various piles of leftover clothing, one type of product stands out due to its substantial quantity: denim. Denim is a popular fashion product known for its durable material and timeless design. To address this issue, the author proposes the adoption of "slow fashion," emphasizing sustainable design and upcycling waste materials into new products. Through qualitative methods, the author collected data on processing denim waste. Upcycled products come in various forms, including highly sought-after fashion items like watches. Examples such as Matoa ID and Pala Nusantara successfully repurposed wood waste into watch products, inspiring the author to explore the transformation of denim waste into watches. Thus, the author aims to highlight the unique texture value of denim and address the accumulation of fast fashion waste.

**Keywords:** Watch, Upcycle, Denim, Fast Fashion, Sustainability