

ABSTRACT

ZERO WASTE CLOTHING DESIGN AND ARTISANAL FASHION WITH THE EXPLORATION OF SUBTRACTION CUTTING TUNNEL PATTERNS

By

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The fashion industry produces polluting waste in energy and water which has a negative impact on the surrounding environment, so the world government established the Sustainable Development Goals (SDGs) program which has the aim of maintaining an increase in people's welfare, maintaining the quality of the environment, and maintaining an increase in the quality of life from one generation to the next. In an effort to help the Sustainable Development Goals program in the field of fashion, sustainable fashion is created with the aim of reducing pollution to the environment and providing prosperity to the community. Sustainable fashion can be applied with the zero waste fashion design and artisanal fashion methods, zero waste is a way to minimize wastage of leftover clothing materials below 15% by applying subtraction cutting creative pattern cutting techniques, and artisanal fashion is someone who is skilled at making things by hand with quality produced in limited quantities. The research was carried out qualitatively using primary data collection methods through exploration and observation, as well as secondary data through literature studies. The end result of this research is three sustainable fashion designs by applying zero waste artisanal fashion design using the subtraction cutting technique.

Keywords: Sustainable fashion, Artisan fashion, Zero waste fashion design, Subtraction cutting.