

## **ABSTRACT**

### **ZERO WASTE FASHION DESIGN WITH TUNNEL SUBTRACTION CUTTING TECHNIQUES AS AN IMPLEMENTATION OF ARTISANAL FASHION**

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*Designers play an important role in the phenomenon of sustainable fashion to minimize the negative impact on the environment due to the production process in the fashion industry. In accordance with one of the goals of the Sustainable Development Goals (SDGs) program, namely responsible consumption and production, therefore designers can help reduce negative impacts from the design process to the manufacture of fashion products through the 3R method or reduce, reuse and recycling. Reduce can be implemented through zero waste fashion design which is a way to optimize pattern cutting techniques at the stages of the production design process and reduce fabric waste. To apply the zero waste fashion design concept, one of them uses the subtraction cutting pattern cutting technique which is one of the applications of the artisanal fashion concept. Artisan products are exclusive and the role of the designer is in making the product. The research was conducted in a qualitative way with data collection methods in the form of literature studies, exploration of clothing patterns, observations related to artisanal products and fabric characteristics, interviews with artisan designers. This research is an overview of the process of designing and producing clothing that produces sustainable women's clothing using the zero concept. waste fashion design through subtraction cutting pattern technique as an implementation of artisanal fashion.*

*Keywords: Artisanal fashion, subtraction cutting, sustainable fashion, zero waste fashion design.*