

ABSTRACT

ZERO WASTE CLOTHING DESIGN AND ARTISANAL FASHION WITH SUBTRACTION CUTTING TUNNEL PATTERNS ON MODEST WEAR

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Sustainability is an existing trend in the fashion industry, as it focuses on creating fashion products that are environmentally friendly and have a good impact on the environment. One way to support sustainability is by implementing the SDGs goals in sustainable production and consumption patterns. One form of sustainability implementation is through the development of modest fashion products. Modest fashion plays a role in supporting the sustainability trend by prioritizing efficient cutting and production. One method that supports sustainability is zero waste fashion design with subtraction cutting pattern technique. Subtraction cutting is a method of subtraction cutting that produces little waste, so the fabric in the garment will not be wasted too much. This approach is part of the artisanal fashion approach, as it involves a creative process based on hand skills and experimentation. This technique gives each product a special touch and reflects the high level of craftsmanship and attention to detail in artisanal fashion making. Thus, fashion with an artisanal approach has a high value, exclusive and high quality because the process requires precision. This research was conducted using a qualitative method with data collection in the form of fashion pattern exploration and literature study. The final result of this research is to design three modest clothes that are environmentally friendly in production.

Keywords: Artisanal Fashion, Modest fashion, Subtraction Cutting, Sustainable Fashion, Zero Waste Fashion Design.