

ABSTRACT

Development of Urban Fashion Streetwear Products using Natural Dyes from Ketapang Leaves

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*Fashion styles in urban society tend to be popular but dynamic in a culture that is influenced by the tastes of the community or a particular group. This also refers to urban society who tend to choose products not only based on function, but also in terms of design, material, color, and effectiveness. This phenomenon is proven by the existence of urban streetwear products from Buaisou and The Bluesville which use natural materials as their product ingredients, namely natural dye (*Indigofera Tinctoria*) which produces a natural blue color. Streetwear fashion in general is "street" meaning street and "wear" means clothing, the term is a fashion style commonly found on urban streets. The author was inspired to develop the potential contained in urban streetwear brands by applying different natural dyes, namely the natural dyes of ketapang leaves using mordant tunjung which produces deep gray to black colors. The method in this study is qualitative, with data collection techniques namely literature studies, observation, interviews, and exploration. Based on the interview results, in Indonesia, streetwear style still adapts to foreign culture, but it also has its own term for one of them, black mamba, which likes dark colors and gives an edgy impression. The end result of this research is to create clothing by combining several elements contained in streetwear types such as high fashion, techwear, skatewear, east culture, and athleisure which are packaged in a modern way so that they have a shape and design character that focuses on loose fit, casual, and sporty but with a touch more chic. Using 100% cotton material that absorbs natural dyes well.*

Keywords: *ketapang leaves, streetwear, textile natural dyes, urban*