

ABSTRACT

The textile and fashion industri is developing rapidly and resulting in rapid and continuous trend turnover. In Indonesia, the biggest development of the fashion industri can be seen in the modest fashion sub-sector. This development has an impact on increasing textile and fashion production as well as waste generated from both production and consumption processes. Currently in Indonesia there is a significant accumulation of fabric waste. However, the development of modest fashion in Indonesia itself also leads to sustainable fashion. One of the modest fashion brands that is currently widely known by Indonesian people is the Alif Modernwear brand. Currently Alif Modernwear has 70,000 followers on Instagram social media and has sold more than 100,000 products and has a production volume of 20,000 pieces of prayer gowns every month. The large production volume can affect the amount of waste produced, thereby potentially causing waste accumulation. This research aims to understand the condition of waste at Alif Modernwear and find an appropriate waste processing process to reduce waste accumulation. The research was conducted using the Case Study method on Alif Modernwear. The Fashion Thinking method, which consists of three stages, namely Idea Generation, Research Exploration and Design Translation, is used as a design method for upcycling to test whether the upcycling process using the scrap and stitch technique can be used for the processing of production waste.

Keywords: *Sustainable, Modest Fashion, Upcycling, Scrap and stitch, Alif Modernwear*