

IMPLEMENTATION OF SUSTAINABLE FASHION PRACTICES THROUGH COLLECTION DESIGN IN PT. XYZ CASE STUDY

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ABSTRACT

Indonesia is the country with the largest number of Muslims, reaching around 231 million individuals or 86.7% of the total population. Modest fashion in Indonesia is growing rapidly, supported by a large market and high public interest. Although modest fashion was originally closely associated with religious values, it has now become a fashion trend across cultures and religions. However, the growth of the fashion industry also causes negative impacts, especially in the rapid production of textiles and the residual textile materials obtained from the ever-increasing fashion production process. This research aims to respond to the negative impacts of the current rapidly growing state of modest fashion, the concept of sustainable fashion emerges as a holistic solution to the problem, with the potential to provide creative economic benefits while minimizing environmental impacts. One of the influential modest fashion companies in Indonesia, PT XYZ, is used as a case study to analyze the sustainability practices that have been carried out and what needs to be considered as a form of responsibility of modest fashion actors. Using a descriptive qualitative research method, through observation and interviews, this research aims to analyze the sustainability practices that need to be considered in a fashion company based on the theory of sustainable fashion from Kozlowski, et al, and the implementation of sustainable fashion practices through simple strategies and collection design. by stimulating awareness of the importance of sustainable fashion in today's fashion industry.

Keywords: modest fashion, sustainable fashion, PT XYZ, implementation