

ABSTRACT

EXPLORING SLASHING TECHNIQUES ON DENIM MATERIAL TO CREATE READY-TO-WEAR DELUXE PRODUCTS

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Based on the research that has been done, fabric manipulation, namely the application of slashing techniques on denim material into a fashion product, is still not widely used. Most of them are only used as sheets or decoration elements. The application of slashing technique in fashion products is identical to the use of cotton material or waste fabric, while on the other hand there are opportunities for other materials that can be used such as denim material which has characteristic and strong fibers. There is a formulation of effective design considerations to optimize the application of slashing techniques on denim material in fashion products. This research is a qualitative - quantitative research with several research methods including literature studies of books, journals, and previous research, material observation, trend observation, brand observation, interviews with brand owners who use slashing techniques in their products, exploration of materials with consideration of fabric type, fabric thickness, motif, and distance composition, as well as questionnaires conducted to analyze the target market. The final result of this research is to create a deluxe ready to wear fashion product using denim material with the application of slashing technique.

Keywords: fabric manipulation, slashing technique, denim, fashion product.