## *ABSTRACT*

*Heylocal is a women's fashion brand that produces fabric scraps from the sample production process. These fabric scraps, particularly satin silk, are often not utilized optimally, despite their potential to be developed into useful products. This study aims to explore pleating techniques on Heylocal fabric scraps using the Material Driven Design (MDD) method. Pleating techniques were chosen because they can create a feminine and elegant appearance, in line with Heylocal's design character. The research method used is qualitative with a case study approach. Data collection techniques include observation, interviews, documentation, and literature review. Data analysis is conducted inductively to identify the material characteristics, aesthetic potential, and functional aspects of satin silk fabric as the basis for design. The design process uses the MDD method, which involves four stages: (1) Understanding the material, (2) Creating a vision of the material experience for the user, (3) Shaping the pattern of the material experience, and (4) Product concept ideation. The research results show that the satin silk fabric material was successfully processed using the Herringbone pleating technique and applied to the bag product. The exploration process using MDD produced sturdy and stable pleats after being baked at 150°C for 15 minutes with the addition of tricot fabric. This finding proves that the application of MDD and the Herringbone pleating technique is effective in optimizing the utilization of satin silk fabric scraps into valuable materials and products, while also supporting efforts to extend the material's lifecycle and reduce waste.*



***Keywords****: Pleats, Perca Fabric, Material Driven Design, Heylocal.*