

ABSTRACT

PROCESSING MIX MATERIALS OF ORGANZA AND PVC SHEET USING REKALATAR TECHNIQUE AS EMBELLISHMENT TO ENHANCE VISUAL DIMENSION IN FASHION DESIGN

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The evolution of embellishment in fashion shows a significant shift from culturally meaningful traditional techniques to more experimental and innovative contemporary approaches. This study aims to explore the potential of combining organza and PVC materials in the creation of 3D floral-themed embellishment modules for contemporary kebaya silhouettes. By adapting previous studies that applied different proportions of organza and PVC mica, this research emphasizes the use of organza as the primary material to achieve a light, translucent visual effect while maintaining structural integrity. Rekalatar techniques such as cutting, beading, layering, hot textile and embroidery are applied to form floral modules inspired by the 3D embellishment trends seen in contemporary Indonesian kebaya brands like Toton and Studio Jeje. This qualitative research employs literature review, observation, interviews, and material experimentation. The results are expected to contribute to the innovation of materials and embellishment techniques in the context of modernized traditional fashion.

Keywords: embellishment, mix material, organza, PVC, contemporary kebaya.