

ABSTRACT

PROCESSING OF FAN SHELLS AS EMBELLISHMENTS USING MIXED MATERIALS IN CLOTHING PRODUCTS

by

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*In the modern fashion industry, embellishment is one of the decorative techniques that can enhance the aesthetic and commercial value of a garment. This study discusses the use of fan shell (*Amusium pleuronecte*) as an embellishment material in fashion products, combined with mixed materials. Fan mussel shells were chosen because they have a symmetrical shape, vibrant colors, and a fan-like form, making them a promising element for embellishment. The research method used was qualitative, involving literature review, trend observation, brand comparison, and material exploration. The exploration included natural dyeing tests on the shells, perforation, and the application of mixed materials (such as beads, pearls, and stones) to create a strong visual composition. The exploration results showed that natural dyes like tingi gave the best results. Plus, tingi natural dyes are more eco-friendly because they don't have any harmful chemicals, and the shells' original shape is more effective at keeping the visual form and boosting the craftsmanship value. The final outcome of this research is realized in the form of demi-couture garments. The placement of embellishments is tailored to the garment design to maintain the aesthetic elements and principles.*

Keywords: scallop shells, embellishment, mixed material, fashion