

ABSTRACT

Designing Ready-to-Wear Clothing Referring to Kidult's Trend by Implementing Mario Bros's Special Elements Using as Surface Design Techniques

by

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The phenomenon of socio-cultural change in the modern era has given birth to the "kidult" trend, a combination of the words "kid" and "adult" that reflects the need for adults to cope with the pressures of life through elements of childhood nostalgia. One expression of this kidult trend is cosplay, which is often used by postmodern artists to convey humor through imitation of popular objects. The iconic character Mario Bros has become a symbol of nostalgia that connects the past and the present, which is still popular with various age groups. This study aims to develop Ready-to-Wear fashion products by combining Mario character designs through embroidery and patchwork techniques, to meet functional needs as well as to provide an emotional experience for the kidult community. The kidult trend opens up new opportunities for the fashion world to create clothing that is not only aesthetic and functional, but also touches the emotional side of consumers through pop culture.

Keywords: Kidult, Nostalgic, Cosplay, Mario Bros, Ready-to-Wear