

ABSTRACT

DESIGNING READY-TO-WEAR DELUXE WOMENSWEAR USING A COMBINATION OF DENIM MATERIAL WITH TUFTING TECHNIQUE

by

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This reasearch focuses on maximizing the potential of tufting-gun technique to create innovative, high-quality, and durable textile and fashion products by designing ready-to-wear women's wear with denim material. Employing a qualitative approach, this research provides in-depth insights into social phenomena and identifies the substantial potential of tufting technique and denim material. The findings aim to create diverse, durable, and aesthetically valuable women's wear models for PT Garuda Mas Semesta. This research is also expected to contribute to the development of Indonesia's textile and fashion industry and enhance the global competitiveness of Indonesian textile and fashion products.

Keywords: Tufting Technique, Denim Material, Ready-to-wear Deluxe, Womenswear