

ABSTRACT
DESIGN DEVELOPMENT OF MEN'S SHIRTS WITH EMBROIDERED
DECORATIVE ELEMENTS FOR THE BERKAIN TREND

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The trend of wearing traditional fabrics has developed into a popular form of cultural expression among Indonesia's younger generation in recent years, particularly through social media and cultural events such as the Indonesian Film Festival. This phenomenon reflects pride in local identity through the use of traditional fabrics in daily life; however, design exploration in men's clothing, particularly shirts, remains limited, especially in the processing of details and decorative elements that innovatively and relevantly represent the richness of local culture. This study employs a qualitative method using the Double Diamond theory approach, which includes the stages of discover, define, develop, and deliver. The research findings indicate that designing variations in shirt product details using embroidery techniques with natural and geometric motifs has the potential to become the primary design and decorative elements aligned with the visual characteristics of the Berkain trend. The designed shirts are expected to not only be aesthetically pleasing but also carry narrative and cultural value. This research is expected to enrich references for culturally based men's shirt design and encourage the preservation of traditional Indonesian fabrics in a contemporary and relevant format for modern lifestyles.

Keywords: Berkain trend, men's shirt, embroidery