

ABSTRACT

The textile industry generates a significant amount of waste, including denim fabric scraps that are often underutilized. Denim, known for its durability and popularity in fashion, also contributes to environmental issues due to excessive production waste. This research aims to explore the use of quilting techniques as a creative method for transforming denim fabric scraps into wristwatch straps through an upcycling approach. Upcycling involves creatively repurposing waste materials into new products with higher aesthetic and functional value, aligning with the principles of sustainable design.

This study adopts an experimental-descriptive method consisting of design exploration, production process, and evaluation of the final product based on visual appeal, comfort, and usability. The results show that quilting is an effective technique for processing denim waste into unique, artistic, and eco-friendly wristwatch straps. Applying quilting within an upcycling framework not only reduces textile waste but also creates innovative products with commercial potential. This research contributes to the development of sustainable accessories and encourages environmentally conscious design practices in the creative industry.

Keywords: denim, textile waste, quilting, upcycle, wristwatch strap.