

ABSTRACT

DESIGNING DECORATION COMPOSITION WITH BEADING TECHNIQUE ON EVENING GOWN FASHION

by

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Embellishment is a decorative element in the fashion industry, particularly in couture garment design. This technique has been utilized by various international designers, such as Dolce & Gabbana, Moschino, and Jackson Wiederhoeft, through the use of materials like beads, draping, and embroidery to create visual value in fashion pieces. This research aims to explore the use of chandelier crystals—a non-fashion material—as beading embellishment in the design of evening gowns classified under couture fashion. The methods used include literature review, technical and visual exploration, and a design process developed based on the Dreamy Fantasy 2026 trend concept. The exploration was conducted to determine three beading compositions that are aesthetically and technically appropriate, which were then applied to the final work using chandelier crystals, rhinestones, and diamonds. The results show that chandelier crystals not only provide a sparkling visual effect and distinctive texture, but also enhance the visual narrative and decorative value in couture design. This design outcome is expected to open up new opportunities for innovation in the use of non-fashion materials as decorative elements, while also expanding creative approaches in couture fashion design.

Keywords: Beading, Couture, Embellishment.