

ABSTRACT

READY-TO-WEAR FASHION DESIGN USING DENIM AT BRAND STUDIO JEJE

by

ALFIANI YULINA ARSY

NIM: 1605210033

Major Craft Textile and *fashion*

The design of this ready-to-wear fashion collection carries the theme "Colonial Bandung" which is inspired by the combination of colonial era aesthetics and the tropical identity of Bandung City. Studio Jeje as the project partner is the basis for design exploration that emphasizes local values through a contemporary approach. The main focus lies in the use of denim as the main canvas combined with embellishment techniques such as embroidery and 3D beading to create a strong yet feminine look. Through historical exploration, post-colonial aesthetics, and experiments with environmentally friendly dyeing techniques,

this work tries to combine luxury elements with cultural values. The glocalization approach is applied to create clothing that is relevant in the global market without erasing local traces. This collection was developed through a qualitative method based on practice-based research, including observation, literature studies, material and visual exploration. The glocalization approach is used to maintain local identity in the context of the global market. The collection "The Girl of The Flower City represents the character of urban women as a symbol of Bandung floriculture.

Keywords: Applique, Bandung Colonial, Denim, Embellishment, Glokalisasi, Ready-to-Wear, Studio Jeje.