

ABSTRACT
***DEVELOPING DENIM AS AN EMBELLISHMENT MATERIAL
THROUGH BIOPHILIC DESIGN IN FASHION PRODUCT***

by

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This research aims to develop denim as an embellishment material through the application of biophilic design in fashion products. Known for its strength and iconic status, denim is rarely explored as a three-dimensional decorative element. Biophilic design emphasizes the connection between humans and nature through visual forms, textures, and natural sensory experiences. A qualitative research method was used, involving observation, literature review, and material exploration. The exploration process applied bleaching and embroidery techniques, as well as modular applications inspired by leaf shapes to represent non-rhythmic sensory stimuli and biomorphic forms and patterns. The results indicate that denim can be developed into three-dimensional embellishments through a modular system. Embroidery techniques using 0.7 mm thread applied to 16 cm and 23 cm modules produced movement effects that resemble natural motion. The final product, an avant-garde fashion piece, successfully embodies the concept of biophilic design by transforming denim into a decorative material that is both visually aesthetic and conceptually.

Keywords: *biophilic design, bleaching, embroidery, denim, embellishment, fashion.*