

ABSTRACT

APPLICATION OF MARBLING TECHNIQUE AS AN AESTHETIC ELEMENT IN MODEST FASHION AT KAYO BY FEY KAYO BRAND

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This research discusses the application of the marbling technique with natural dyes as an aesthetic element in modest ready to wear deluxe clothing. The research was conducted in partnership with the brand KAYO by Fey Kayo. This brand is known for its artistic and sustainability-oriented design character. The marbling technique was chosen because it has artistic visuals and is handmade. In addition, this technique has not been widely applied in local modestwear clothing. This research aims to explore the marbling technique that produces visual motifs in accordance with the brand identity, as well as to test the effectiveness of natural dyes on natural fiber fabrics.

The method used is a qualitative approach, through observation of brand characters and exploration of marbling techniques on fabric using natural dyes. The exploration was conducted on primisima, rayon, and viscose fabrics with alum and arbor pre-mordanting. The results of the exploration show that primisima fabric with arbor pre-mordanting produces motifs and colors (indigo and tingi) that are darker, more stable, and sharper. The resulting motifs show the design principle of rhythm and its dynamic visual flow. The marbling technique was successfully applied effectively as an aesthetic element in the modest ready to wear deluxe fashion, as it created an impression of elegance, artistry, handmade, and in line with the brand's visual character. In conclusion, the natural dye marbling technique can be an artistic textile design approach and support the sustainability of the local fashion industry.

Keywords: marbling, modest fashion, natural dyes