

ABSTRACT

WEDDING OUTFIT DESIGN CONCEPT FOR PRIVATE WEDDING

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Textile Craft and Fashion

Marriage is a binding ceremony that is celebrated by two person with the intention of formalizing marriage bonds by religious norms, legal norms, and social norms. The wedding ceremony has many variations to celebrate according to tribal, religious, cultural, and social class. In Indonesia, the concept of wedding ceremony generally is divided by to concept which are traditional and modern ceremony. Sometimes, the bride and groom usually use both of the concept of ceremonies but with a separate ceremony. Along with the development of fashion industry, the new concept of wedding ceremony is appeared by name Private Wedding. Private wedding is a wedding celebration held in a simple and intimate way with more emphasis on the interaction between the bride and guest. As the growing popularity of private weddings and the increasing demand for private wedding, many women find it difficult to choose a comfortable and appropriate wedding dress. Therefore, it needs innovation of wedding dress design in accordance with the needs of private wedding. By using the observation method, the designer knows about the designs which are suitable for specific market share. Then, Designers can explore the silhouette and the surface as what can be applied to the wedding dress for private wedding ceremony.

Keywords : Fashion, Wedding dress, Private wedding, Surface, Silk painting