

## **ABSTRACT**

### **APPLICATION OF ICIK EMBROIDERY ON DESIGN READY-TO-WEAR**

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*Icik Embroidery is one of a kind textile craft product that comes from Kudus City. Icik Embroidery known as an embroidery which has its own complexity and produces a smooth and strong design. In the meantime, Icik embroidery has been applied to most traditional products such as kebaya. and thus the Icik embroidery pattern was not developed enough because of its market segmentation are still limited. Furthermore, efforts are needed to maintain the existence of icik embroidery by combining current fashion trends so that it can be adapted to the tastes and needs of the society. The method were used in this study is qualitative studies from the literature, survey with stakeholders and also interviews with Kudus City embroidery entrepreneurs. The next step is the exploration process by designing modular Embroidery pattern design and then attach it to ready-to-wear clothing. The inspiration of the design comes from BEKRAF with the forecasted future trend fashion will be “vigilant” as its theme, which mean the rebirth of traditionalism. In line with the theme, orchids as national flowers were use as objects and inspiration in the making of these embroidery patterns to lift local culture to modern usage. As the result of this research is the new application of Icik Embroidery on ready-to-wear clothing with the title mo-ii (modern icik).*

*Keywords: Icik Embroidery, Greyzone - Vigilant, Ready-To-Wear, Fashion, Kudus.*