

ABSTRACT

DENIM EXPLORATION USEING LASER FLEXI PRO TECHNOLOGY FOR PRODUCT MENS MODEST WEAR

By
Elsi Yuningsih
Nim : 1605154078
Program Studi Kriya

The modest wear trend is being discussed in the fashion industry and Bandung is being used as the Modest Fashion City in Indonesia by Kenny Dewi Kaniasari, S.Sos., MA. Market demand and growing interest in modest wear encourage fashion industry activists to innovate, in order to survive and thrive in the fashion industry. By utilizing available resources and facilities such as the Laser Flexi Pro and the center of denim fabric on Tamim street making fashion denim can later develop towards a more explorative with inspiration from the banji batik motif. This research was conducted using qualitative methods, where the data obtained were in the form of narratives by collecting data through direct and indirect observation, interviews, and exploration of denim material using the Flexi Pro laser. Exploration carried out in the form of experiments using several types of denim material with different levels of dpi so that it can produce the effects of discharge, ripped, and burnout. The results of this study are 4 modest wear fashion products in the form of outerwear and trousers using Flexi Pro laser applications and motifs from banji batik that have gone through the process of analysis and exploration to bring out a variety of motifs and techniques for each fashion product. So that it is expected to be able to provide alternative dress for men, and use the Flexi Pro laser for products that are modest wear with a touch of modern style.

Keywords: Modest wear, Flexi Pro, Denim, Banji, exploration