

ABSTRACT
PROCESSING SECONDHAND DENIM WITH SURFACE
TEXTILE DESIGN TECHNIQUE INSPIRED BY MEGA
MENDUNG MOTIF

BY

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The increasing of public interest in fashion product, increased the production process of clothes as well. Consumers interest in fashion product that always changes make them stop using their old clothes and keep buying a new one, this cause their old clothes stack up unused.

In Indonesia especially Bandung, there are so many store and market that sale secondhand clothes. One of the biggest secondhand market in Bandung is Pasar Cimol Gedebage (a traditional market). Based on the observation data that the student did, clothes made of denim are the most potential item in Pasar Gedebage, because the characteristic of the material which is strong and timeless. Bud beside of the potentials, the models of these secondhand clothes is out of date.

With the potential and the lacks of style in secondhand denim clothes, student will make use of its potential to cover its deficiency by processing and applying surface textile design technique and adding a local content of the Mega Mendung motifs from Cirebon, because the Mega Mendung motif is familiar for the public and well known overseas.

Keywords: Secondhand Denim, Surface Textile Design, Pasar Gedebage, Mega Mendung.