

ABSTRACT

UTILIZATION OF AVOCADO SKINS AND SEEDS AS NATURAL DYES IN FASHION PRODUCTS

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*The rise of textile industry that uses dyes for fabric causes the increase of demand for dyes. Natural dyes for textile products has high market potential as lead commodity for Indonesian product due to its local identity based on the wealth of Indonesia natural resources and culture with its unique, ethnic, and exclusive characteristic. This is supported by events and designers' contributions and local brands who brought back the use of natural materials and dyes. One of the plants that has potential as natural dyes is avocado (*Persea Americana Mill*). Avocado as natural dyes has certain appeals with its colors, which are shades of salmon pink, grey, and looks strong when applied to pure cotton fabric. This research used experimental method with observation, interview, and literature studies as data collection method. Therefore, seeing the potential of the natural dyes, researcher used the skin and seed of avocado as material for natural dyes which will be applied to casual womenswear with dyeing techniques.*

*Keyword: Natural Dyes, Avocado Skins And Seeds (*Persea Americana Mill*), casual outfit for woman.*