

ABSTRACT

REDESIGN WHITE SECONDHAND CLOTHING USING TEXTILE DESIGN SURFACE TECHNIQUE INSPIRED FROM KEMBANG KELAPA

by :

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The world fashion industry is currently developing so rapidly with the addition of various types of clothing products that make it more abundant secondhand clothing. In Indonesia, there is a secondhand clothing sales center, one of which is Cimol Gede Bage Market, which is a place to accommodate secondhand clothes that are still suitable for use. According to the field survey conducted by the author, 65% of the shops located in Cimol Gede Bage Market sell white clothes. The author sees the potential of the white secondhand clothing that allows the existence of defects in the form of stains to become a new product.

This research uses a qualitative method in which the data collection is through literature study, observation, interview and exploration to find out the optimal technique to be applied to clothing products to be processed. The purpose of this study is to increase the value of function, economy, and can increase the life span of the product. By using the upcycle redesign method on white secondhand clothing, increasing the aesthetic value of secondhand clothing products will be processed using a number of surface textile design techniques inspired by Coconut Flower which come from Betawi Regional Art.

Keywords: Secondhand white clothes, Redesign, Cimol Gede Bage Market, Coconut Flower.