

ABSTRACT

APPLICATION OF ZERO WASTE FASHION ON EXPLORATION OF CHILDREN'S CLOTHING PATTERNS IN SUSTAINABLE EFFORTS

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Growth age children tend to have a high level of fashion consumption because of the rapidly growing body shape, plus outside factors, such as global trends due to globalization, and hobbies. This makes the accumulation of waste occur, so that the application of zero waste pattern technique in the production process can help minimize waste, plus the fashion features for the clothes that allow the clothes can change shape or transform following the shape of the child's body, is an opportunity. With the method of searching data through literature, observation data, interviews, and exploratory data. This research aims to find a minimal pattern of waste, and can be used with a longer period of time by the body of the growth of children, as well as applying local content in the form of Lurik cloth that can still look attractive in children's clothing.

Keywords : Zero waste pattern, lurik, children's clothing size.