

ABSTRACT

The development of fashion trends can come from a variety of elements, for example the underwear trends worn as the main clothing such as bralette trend that has emerged since 2014 due to the emergence of athleisure trends. Bralette is the main form of modern bras worn in the 1920s. The shape of the bralette is more or less like a camisole covering the chest to some distance above the waist. Problems found in the bralette trend is a minimal and revealing form that is less appropriate with the eastern culture in Indonesia. Exploration of the bralette pattern is mandatory to adapt the minimal form of bralette and creatively paired with other items, and can be used in Indonesia which has a conservative eastern culture. In this study, the application of surface design has a role as a liaison between one clothing with another in order to become a collection. The surface design that will be applied in this research is digital print because it has the surface design technology that can give the same result on each product, so it is suitable when the product will be done in mass production. The method used in this research is the method of observation to research data through social media, literature study method to give strong foundations, interview method to find potential customer, and pattern exploration method to test the results. The point of this study is to adapt the bralette to Indonesian culture without neglect the main features of bralette and can be creatively paired with other fashion items. The results of this study are expected to be useful for Indonesian designers to be able to develop existing trends, and develop simple products into varied products so that Indonesia can continue to follow the ongoing fashion trends.

Keywords: Bralette, Digital Print, Fashion, Pattern, Transformation, Trends