

ABSTRACT

THE USE OF TWEED FABRIC ON READY TO WEAR CLOTHINGS

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Fashion is a trend that brings a huge impact in business especially on globalization era. Fashion is also something that can be conceptualized as strength for sustainability. The sustainability means that old fashion can be renewed by improving its aesthetic value. Such as fashion in the 1920's until 1990's era that successfully brought tweed fabric to popularity. Now as seen on the latest trend in Fall Winter 2017 and Spring Summer 2017, tweed fabric are once again being chosen by many fashion designers on their latest collection.

In Indonesia, the use of tweed fabric for ready to wear clothing is still uncommon, so it is very potential for tweed fabric to be developed in ready to wear clothing. Through surface design textile such as patchwork and embroidery is expected to add aesthetic value and uniqueness in the final product.

Keywords: fashion, tweed, ready to wear.