

ABSTRACT

APPLICATION OF RUST DYEING TECHNIQUES ON FASHION MODEST WEAR

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Rust Dyeing is one of the potential natural dye techniques because this dye is not widely known, used and easy to be processed and can create a unique visualization or one of a kind and produce patterns, designs and color effects that vary in each manufacturing process as well as an environmentally friendly and safe inheritance technique. One of the emerging issues is the environmental issue. In the year 2013 the use of natural dyes has been submitted because natural dyes are environmentally friendly and have a high value, distinctive color and can innovate and explore the potential of natural colors thereby enriching various variants of natural colors that become one raw material from the fashion industry. The fashion industry that develops the last few years is fashion modest wear, a decent fashion that does not cover the whole but also does not open. In Indonesia, some designers and local brands have used fiber materials, dyes and techniques that are more environmentally friendly. This research aims to produce products with rust dyeing techniques as an environmentally friendly natural dye technique that will be applied to the fashion modest wear. Fashion products with rust dyeing engineering applications have high craftsmanship value, exclusive and do not negatively impact the environment. To achieve these objectives, researchers collected data supporting the necessary research with experimental methods and data collection methods such as the Obervasi, interviews, literature studies and experiments. Hopefully by doing this research can find the right method in the process of processing the development of rust dyeing techniques and application of rust dyeing techniques in fashion modest wear, as well as able to give benefits to entrepreneurs who are engaged in the design of textile and Starup business. As well as research that wants to further research on the technique of rust dyeing is aesthetic and environmentally friendly.

Keywords: Rust dyeing, natural dyes, modest wear.