

**ABSTRACT**  
**THE APPLICATION OF SYNTHETIC LEATHER AS AN**  
**EMBELLISHMENT IN DEMI COUTURE**

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Synthetic leather is an artificial substitute for the main material which is genuine leather made from animal skins. Processing of synthetic leather is generally made of ready-made fashion products or hard accessories such as bags, belts, wallets, hats and others. Synthetic leather is rarely processed as a decorative element in clothing (embellishment).

With this problem, it can be seen that synthetic leather has the potential to be processed into embellishment. In this study the authors conducted several methods such as a literature study to search data about materials, processing techniques and types of clothing, then the observation method to find some field data about synthetic leather products in the market, about fashion development, and exploration methods to find out the most optimal technique to be processed.

Embellishment processing techniques that were processed handmade and viewed from the type of material that requires special care, are the stages of the exploration process and the design phase which become a consideration for applying the results from explorations to demi couture.

Keywords: Imitation Leather, Embellishment, Demi Couture