

ABSTRACT

THE PROCESSING OF SYNTHETIC LEATHER BECOME A DECORATIVE EMBELLISHMENT FOR DEMI COUTURE FASHION

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Along with the development of fashion nowadays, there are many different kinds of ways to decorate fashion to make it look more attractive and has a high selling value and aesthetic value, such adding embellishment to clothes. But besides its advantages, embellishment also has several disadvantages, one of which is the form and material embellishments are limited in the market. Using research methods such as field observations, literature studies, and exploration to obtain data and information. In resolving the limitations of material embellishment in the market, authors processing synthetic leather as an alternative new material to be used as embellishment. Synthetic leather is widely used for making bags, shoes, jackets, wallets and belts. Synthetic leather has the characters that are easily formed, flexible, smooth and easy to process and its types are also very various with many color choices that can match the need. The author conducts this research aims to provide new material innovations from synthetic leather which are processed into an alternative embellishment to be applied to Demi-Couture fashion.

Keywords: embellishment, synthetic leather, lasercutting, modular, demi couture