

## **ABSTRACT**

### **STREETWEAR FASHION DESIGN FOR GENERATION Z WITH A ZERO WASTE FASHION DESIGN CONCEPT**

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Fashion has become one of the media used by a person to express themselves towards society. Streetwear fashion is on the middle way towards becoming a fashion trend further looked up to by the majority of urban society, most especially generation z. However, in the current modern era, there are not many teenagers willing to explore local culture such as the use of traditional fabric to support their daily attire or as fashion. Products that tend to be monotonous make traditional fabric difficult to reach the younger community, especially regarding fashion. Aside from that, the retail fashion phenomenon also has a hand in the shift of traditional fabric, particularly woven lurik fabric. This research aims to create eco-friendly designs by using a zero waste fashion design technique, with the use of woven luric fabric implemented in street style. Aside from being an attempt to conserve traditional fabric towards the generation z, these designs have been able to compress the waste created in the production process to below 15%.

Keywords: generation z, streetwear, woven lurik fabric, zero waste