

*Upcycle fashion is trending among fashion activist or fashionistas could be a solution of the increasing production process of clothing and caused old clothing will be abandoned, consumers will start using new products so that old clothing worth wearing are no longer used, piled up, and burned. From observations and interviews results, denim clothing is the most encountered and obtained from the public in Indonesia. As well as the potential to be reprocessed and explored because it has strong and timeless character. In addition to the potential there are also deficiencies and defects. The potential and deficiencies of old denim clothing, researchers will harness its potential and overcome its deficiencies to reprocess with the concept of upcycle and applying structure textile design (Tapestri) techniques that are less exposed. This aims to rework the rest of the unused denim fabrics or clothing in order to produce eccentric, up to date fashion product innovations, as well as give awareness to fashion activist to maintain the environment. The research method used is qualitative and quantitative approach. Data collection using observations, interviews to several brands, literature studies using various data sources obtained from several journals, books, and news also conduct questionnaires to get data on the needs of upcycle products, to get data related to existing problems in accordance with the topic of research. The results of this study can be concluded that from the potential and problems from unused old denim clothing will lift the positive side and will overcome the deficiencies by redesigning (upcycle) and applying tapestri techniques. The final product of this study was designed based on the needs of mens who need jacket products.*

*Keywords :Denim, Fashion Product, Tapestry, Upcycle*