ABSTRACT

IMPLEMENTATION OF CHIAROSCURO VISUALCHARATERS WITH BLOCK PRINTING TECHNIQUES IN FASHION PRODUCTS FOR UNISEX

By

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The development of the era of fashion production has become diverse with several techniques that we can use, from digital printing, block printing to laser cutting. Judging from the many techniques and great potential, techniques such as block printing can be developed and used to create quality fashion that is newer or up to date and follows current trends. This technique is one of the techniques that is often used in the process of making fashion products, ranging from ready to wear to fashion accessories. Using qualitative research methods based on information needs and new knowledge on the production of unisex ready to wear fashion clothing. The method used in this research is data collection, observation, literature study, experimentation and interviews for the application of block printing techniques with visual chiaroscuro on unisex fashion products, where nowadays there are still many who do not know and have not been widely applied to fashion products, especially for fashion products. unisex fashion, which we usually find only in paintings. The results of the research obtained from the block printing technique with the visual implementation of chiaroscuro have the potential to apply the chiaroscuro technique to textiles by taking an inspiration for motifs in unisex fashion, so in this study I want to raise and apply more precisely the implementation of the visual character of chiaroscuro with block printing techniques. on fashion products (ready to wear unisex). With some of these new techniques, we as the next generation can be more creative and innovative. In today's fashion world, there is a lot of diversity so that there is no gender limit that is specifically designed for a particular gender, by producing unisex clothing, clothing that is made without considering gender for the wearer.

Keywords : Ready to wear,Fashion design,Pattern,Block printing