

ABSTRACT

Using Technique Bleaching To Design Ready To Wear Combined With Zero Waste Fashion Design Method

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Denim is one of the most popular fashion trends today. Its popularity can be seen from the number of designers and mass product industries that use this material in their fashion collections, including ready-to-wear clothing. Ready to wear clothing generally has a simple design so it is comfortable to wear in daily activities. This is what makes this type of clothing in demand by Indonesian society. However, along with the development of the era of ready-to-wear designs and models that are offered increasingly diverse, it gives rise to a new mindset for the community regarding disposable clothing and results in a large amount of denim waste being wasted and if the waste is allowed to continue, it can cause potential environmental pollution. The existence of this research is to process the bleaching pattern on denim fabrics combined with the zero waste design method in order to produce more varied motifs and to optimize the resulting denim fabric. The data collection process was carried out by means of qualitative research in the form of literature studies, observations and experiments to produce environmentally friendly denim clothing.

Keywords: Ready to wear, bleaching and zero waste design.