

ABSTRACT

APPLICATION OF SURFACE DESIGN DIGITAL PRINT TECHNIQUE TO MODERN MODEST WEAR FOR RESORT WEAR WITH ZERO WASTE FASHION METHOD

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Creativity and fashion innovation in the fashion industry that continues to experience development reveals the fact that people's interest in modern modest fashion has also increased. This makes the amount of clothing production increase, as well as the amount of waste produced. The zero waste fashion method can be used in the fashion production process as an effort to minimize the waste produced. Modest modern is a style of fashionable and polite. How to develop modern modest fashion by designing it into the resort concept. The phenomenon of revenge travel that triggers people to travel, so to travel requires clothing that adapts to tourist attractions, namely beaches with the term resort wear. The application of digital print techniques as decorative elements in modest resort clothing will provide an interesting visual effect on clothing. With daisy flower inspiration and the styling of the holiday flower pattern trend.

The phenomena presented can be a potential in modern modest fashion design for resort wear by applying digital print techniques as decorative elements. The research method used in this study is a qualitative method through literature studies, observations, exploration of fashion patterns with zero waste fashion methods, and exploration of motifs. The results of this study are in the form of modern modest clothing for resort wear needs with the application of surface design digital print techniques as decorative elements with zero waste fashion methods as an effort to minimize clothing production waste.

Keywords: Digital print, modern modest, resort wear, zero waste fashion