

ABSTRACT

A designer as one of the stakeholders, they are aware of the importance of ethical values in fashion. However, still find it difficult to implement as part of their design process. Modest fashion on the other hand considers simplicity, which is based in Indonesia following a market share that mostly comes from Muslim women. In Islam itself, there is a halal concept that is applied to every aspect of life, so that Muslims can live safely and calmly. It's still confusing when you say modest or simple, but fashion designs still use a lot of wasted materials. From an Islamic point of view, there are also ethical considerations such as paying appropriate wages and not even employing minors. Indonesia as a country where the majority is Muslim, the teachings of Islam have become like part of the culture. In some areas, the people live by working and living ethically and sustainably, such as the Baduy tribe in Banten with their mainstay natural material wastra, namely Baduy Weaving with various distinctive motifs. This study aims to understand and implement Islamic ethical values in modest fashion design products in its development. This study uses a qualitative approach to describe and understand each ethical value and its relationship to Islamic teachings. Literature review is used to generate research bases and obtain important information on issues related to this research.

Keywords: designer, modest fashion, ethical value, Islamic teachings, Baduy Weaving