

ABSTRACT

DESIGN OF FASHION PRODUCT WITH SLOW FASHION CONCEPT USING MACRAMÉ TECHNIQUES

By

HANIFAH NUR RASYID

NIM: 1605164057

(Textile and Fashion Craft Study Program)

Fashion can be defined as a style of dress that is popular for a certain period of time. So that fashion products are usually produced following the latest trends to meet consumer demand. With the emergence of the latest fashion trends, past fashion products are less attractive, therefore the demand for fashion products never stops. This also led to the emergence of the fast fashion movement in the fashion industry. Fast fashion is a term for fashion movements that follow trends in a fast period of time. Fast fashion itself is a fashion trend that has a significant negative impact on the environment and society.

Creating fashion products that are not tied to fast fashion by applying an inversely proportional alternative, namely slow fashion, thereby reducing the negative impact on the environment and society. The slow fashion concept will be applied to fashion products using the macramé technique. The macramé technique is one of the engineering textile techniques which the manufacturing process is done manually and requires a long production period so that the quality and durability of the clothes are more guaranteed. The materials used in the macramé technique are lokal materials whose components are 100% natural so that it reduces the carbon footprint on the clothes and when the time of use has ended even when the clothes are wasted, the clothes can be harvested easily.

Keywords: Fast fashion, Slow fashion, and Macramé