

ABSTRACT

Ready to Wear Fashion Design for Women as Your Hands Brand Product Development

By

DUMANNA

NIM : 1605194037

(Textile and Fashion Craft Study Program)

The development of the fashion world in Indonesia is supported by the presence of local brands in Indonesia that show good quality and the use of trends in a product that is marketed so as to provide a novelty. One of them is Your Hands, with the characteristics of products marketed with feminine characteristics and made by handmade using beading techniques and designing a product through trends, as for the needs of the Your Hands brand in designing ready to wear clothing by applying beading techniques with reference to up to date trends. The research method used is a qualitative method, with data collection, namely literature studies through journals, e-books, news media, offline and field observations, interviews with designers and brand partners offline and field and exploration through 3 initial, continue 1, 2 and final stages. Based on the results, a ready to wear outfit with feminine characteristics was created using 2D and 3D decorative beading techniques through two-back beadstich, stop stich, stuck stich and simple edging techniques with reference to the sheer layering theme.

Keywords: Ready to wear, Local Brand, Beading and Your Hands