

ABSTRACT

UPCYCLE WASTE IN THE FORM OF IMPORTED SECONDHAND CLOTHING INTO MODEST WEAR USING DECONSTRUCTION TECHNIQUE

By

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Indonesia's modest fashion industry is growing, but in its business practices it has not implemented many sustainable fashion practices, causing a lot of waste. In addition, fashion waste in the form of imported secondhand clothes also accumulates in Indonesia due to the thrifting phenomenon which has become a trend among the public. Along with the phenomenon of thrifting, the upcycle method has also become a trend for processing secondhand clothes. Several brands in Indonesia's fashion industry, such as Summershit and Make Them Jealous have implemented the upcycle method in their products. Several brands that have brought the upcycle concept to Indonesia's fashion industry, making the author find an opportunity to bring this concept to be applied to Indonesia's modest fashion industry by applying deconstruction technique to imported secondhand clothing to be reconstructed into modest wear supported by surface textile techniques in the form of patchwork and embellishment. The research method used is a qualitative method with data collection techniques in the form of direct observation of the Cimol Gedebage market and Indonesia Modest Fashion Week 2022 event, indirectly on several brands with an upcycle concept, interviews with secondhand clothing traders at the Cimol Gedebage market, literature studies using various sources of data obtained from several journals, popular media, and news, as well as exploration by conducting experiments on imported secondhand clothing. The product of this research is a modest wear product.

Keywords: Upcycle, Secondhand Clothing, Modest Wear, Deconstruction