

## **ABSTRACT**

### **ZERO WASTE CLOTHING DESIGN USING SUBTRACTION CUTTING TECHNIQUES AND APPLICATION OF ECOPRINT TECHNIQUES AS ARTISANAL FASHION APPROACH**

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*Fashion is closely related to the problem of waste, but nowadays many people know the importance of maintaining ecosystem sustainability and human well-being. This awareness of sustainability is reflected in the establishment of a common global goal called sustainable development goals or SDGS to maintain ecosystem sustainability in various fields. In the world of fashion, this awareness is shown through a term known as sustainable fashion. Sustainable fashion is a movement in the world of fashion to bring fashion in a more environmentally friendly direction. Sustainable fashion can be realized in many ways, one of which is by implementing zero waste fashion, by implementing zero waste, the waste produced can be kept to a minimum. Julian Roberts is a designer who created the subtraction cutting method to create zero waste fashion. The patterns and shapes produced by subtraction cutting are different from clothing in general, each pattern produces a different shape, the unique pattern and shape of subtraction cutting is what makes this clothing categorized as artisanal clothing. One of the criteria for artisanal clothing is shared skills, therefore the ecoprint fabric used uses fabrics purchased from local ecoprint craftsmen. The purpose of this study was to determine the potential of implementing zero waste fashion design by exploring creative fashion patterns using subtraction cutting techniques. The results of this study are three pieces of artisanal clothing with ecoprint fabrics using the subtraction cutting tunnel method so that sustainable fashion can be achieved.*

**Keyword** : *Sustainable fashion, Artisanal, zero waste, ecoprint*