

ABSTRACT
SUSTAINABLE WOMEN'S MODEST WEAR DESIGN WITH ZERO
WASTEMIX METHOD

By

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The modest wear trend has become a rapidly growing global phenomenon, particularly in Indonesia, where the majority of the population is Muslim. However, despite its increasing popularity, business practices in the modest wear industry still lag in implementing sustainable fashion concepts. One of the main challenges is the textile waste produced, with an average of 15% of fabric being discarded during the production process. To address this issue, the research will focus on exploring zero waste fashion patterns to create efficient and environmentally friendly modest wear designs. The findings of this research could make a positive contribution to both the fashion industry and the environment. This study will concentrate on the creative exploration of fashion patterns to reduce pre- production waste in modest wear. It will employ qualitative methods, including the exploration of zero waste patterns, observations related to modest wear fashion brands and sustainability, and literature review from various scientific sources. The research aims to produce new innovations and create modest wear that is both efficient and environmentally friendly.

Keywords : modest wear, sustainable fashion, zero waste fashion design