

**Abstract:** *This research examines the difference in visual style between fashion products produced using conventional methods and zero waste fashion design methods with a research focus on men's shirts. The analysis of visual style differences between zero waste and conventional shirts was conducted using Davis' (1980) theory by comparing functional, structural, and decorative elements of clothing to get relevant comparison results for ready to wear clothing that emphasizes practical aesthetics. The results showed that men's shirts using the zero waste method and the conventional method did not have significant differences in the structural, functional, and decorative aspects of the clothing. This proves that the zero waste fashion design method provides the potential for more sustainable production in the Indonesian ready to wear industry. This research contributes to the innovation of sustainable fashion production without significantly different from conventional fashion visual styles.*

*Key words: visual style, zero-waste fashion design, sustainable fashion, fashion industry*

