

ABSTRACT

FASHION PRODUCT DESIGN USING BLEACHING TECHNIQUE ON TEXTURED DENIM FABRIC WITH RETRO STYLING

By

ANNISA TRI WULANDARI

NIM: 1605204100

(Textile and Fashion Craft Study Program)

Denim has proven to be a "timeless" material and continues to evolve. This research identifies opportunities for the development of denim fabric using bleaching techniques, focusing on retro styling, which combines the timeless characteristics of the material and style. The aim of this research is to develop fashion products using bleaching techniques on denim with retro styling. The research method used is a mixed method, qualitative for the exploration of theories on techniques and retro styling, and quantitative to understand the target market and product selection. Data were collected through literature studies, observation, interviews, and exploration. This research involves observation and data analysis of denim and retro styling, including observations of comparable brands, analysis of retro characteristics, and retro trends. The exploration results show that raw textured waffle denim (11 Oz) with a combination of bleaching techniques such as masking tape, patching, and embroidery provides additional dimensions to the motif and has material characteristics suitable for retro styling. This exploration results in a simple geometric motif that still possesses dynamic visual appeal consistent with the 90s retro aesthetic.

Keywords: Denim, Retro, Bleaching Technique.