

ABSTRACT

APPLICATION OF PLEAT TECHNIQUE TO ZERO WASTE SUBTRACTION CUTTING PATTERN ON WOMEN'S FASHION

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The zero waste fashion design method is an innovative approach that aims to reduce or eliminate fabric waste in the clothing production process. It emphasizes the integration of pattern cutting directly into the design process to maximize the use of each piece of fabric, resulting in efficient, aesthetically pleasing, and eco-friendly clothing. One of the techniques used in zero waste fashion design is subtraction cutting, which includes tunnel, plug-in and displacement techniques. This technique allows free exploration and experimentation in creating unique and asymmetrical fashion shapes without the need for complex mathematical calculations. Subtraction cutting techniques have shown that the resulting folds can add aesthetic value, such as unstructured and less neat folds. Potentially, a new development combines the tunnel subtraction cutting technique with fabric manipulation in the form of pleats. Pleats, which are repeated folds in the fabric, not only add dimension and volume to the garment but also create a more organized and visually appealing structure. The right choice of material such as denim, with its strong twill weave characteristics and long cotton fibers, supports the formation of firm pleats and maintains the structural strength of the fabric. This research was conducted using a qualitative method with data collection from literature, market observation, material observation and exploration of zero waste subtraction cutting patterns. Therefore, this research aims to develop three high-end ready-to-wear womenswear by integrating tunnel subtraction cutting and pleats techniques. The aim is to enhance the aesthetic aspect, enrich the design value, and provide an attractive innovative alternative in the fashion industry.

Keywords: zero waste fashion design, subtraction cutting, pleats, denim,