

ABSTRACT

DESIGN OF WOMEN'S SHIRT PRODUCT WITH THE APPLICATION OF EMBROIDERY TECHNIQUES AS A DECORATIVE ELEMENT FOR THE "BERKAIN" TREND

By

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The emergence of the "Clothed" trend since 2017, which was initiated by the Swara Gembira community, shows a new fashion style that combines traditional Indonesian fabrics with modern clothing products, one of which is shirts with decorative embroidered elements. Local brands that are often used by followers of this trend include Sanje and Earth Major, both of these brands produce casual shirts decorated with floral embroidery. This provides the opportunity to design a wider variety of shirt types and motifs to introduce new design elements. This research aims to create a new variant of women's shirts by modifying their anatomy and offering alternative embroidery motif design compositions. The methodology used is qualitative, with data collection techniques divided into two stages, namely secondary data collection through literature reviews, followed by primary data collection through observation, document review, interviews and exploration. The result of this research is a women's shirt design featuring a new embroidery motif inspired by traditional Indonesian dance culture.

Keywords: "Berkain" trend, embroidery, modifications, novelty pattern, women's shirt