

ABSTRACT

DESIGNING ACCESSORIES FOR THE COLLECTION OF MERONA AND GRACE GIVING AT THE BRAND YOUR HANDS

by

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In the ever-evolving world of fashion, accessories such as earrings, necklaces, bracelets or brooches are fashion items that are closely associated with women who realize the importance of 'looking good' in every occasion. Your Hands brand focuses on developing handmade accessories that highlight the brand's identity through each product. This Project Design program aims to design accessories for the Merona and Grace Giving collections at the Your Hands brand. In the process of designing the collection, one of the main challenges faced was the use of fabric as the main base material. As a solution to the challenges faced, the process of designing accessories began with modular exploration through the application of beading techniques using materials such as crystals, pearls, and rhinestones. The material selection was adjusted to the visual character that reflects the brand identity, and aims to produce alternative designs and accessories modules. The design process is carried out through several main stages, namely pre-production, production and post-production, each stage is systematically designed to ensure process efficiency and accuracy of the final result. This whole series aims to create innovative accessories products in the form of necklaces, earrings, brooches, and bralettes with design variations that reflect the Your Hands brand identity.

Keywords: *Your Hands, Brand Identity, Accessories, Modular Exploration, Beading Technique.*