

ABSTRACT

DESIGNING WOMEN'S OUTERWEAR USING EMBROIDERY TECHNIQUES AS A DECORATIVE ELEMENT FOR BERKAIN TRENDS

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Abstract: The development of the Fashion world, especially the Berkain trend, provides a novelty in dressing, followers of this trend combine traditional fabrics with modern tops, such as outerwear. The impact of the Berkain trend on the fashion industry in Indonesia has made local brands release clothing products that can be mixed & matched with traditional fabrics. Among them are the brands e.look, Pakepakaii and tuff_puff. These three brands produce outerwear using decorative embroidery elements inspired by floral and novelty motifs that are not inspired by Indonesian culture. This provides an opportunity to design outerwear products using embroidery techniques with novelty motifs inspired by Indonesian culture so that they can combine the relationship between cultural and modern values according to the character of the Berkain trend. The research method used is the double diamond method, which consists of four stages, namely Discover, Define, Develop, and Deliver. The results of the study show that the design of women's outerwear with traditional food motifs has the potential to be a design variation that is in accordance with the Berkain trend. The results of the study are expected to be Berkain products that are not only aesthetic but contain elements of Indonesian culture and are relevant to today's fashion styles.

Keywords: Embroidery, Women's outerwear, Novelty motifs, Berkain trend.trends.