

ABSTRACT
PROCESSING DENIM MATERIAL AS AN EMBELLISHMENT
USING SURFACE TEXTILE DESIGN TECHNIQUES IN A
FASHION PRODUCT

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Denim is a timeless fashion material. To this day, denim remains highly popular and is widely produced into various fashion items such as pants, bags, jackets, vests, skirts, and even dresses. Beyond its function as a main material in fashion products, denim can also be applied as an embellishment to add aesthetic value and convey a distinct character to a fashion piece. One way to process denim as an embellishment is through surface textile design techniques, which involve manipulating the color, pattern, and texture of the denim surface. In this study, denim is processed and applied as an embellishment using surface textile design techniques to create Ready-to-Wear Deluxe products. Data collection is conducted through qualitative methods including literature studies, observation, and exploration. Surface textile design techniques including bleaching, burn out, and distressed are applied into a design with feminine style and composed using asymmetrical visual balance. This approach results a dynamic design fashion product and showing the potential of how denim material can be transformed into something explorative.

Keywords: Denim, embellishment, fashion, ready-to-wear deluxe, surface textile design