

ABSTRACT
DESIGN PROJECT FOR RAYA COLLECTION
AT SAROONG ATELIER 2025

by

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This Project Design was carried out at Saroong Atelier, a local brand based in Jakarta that aims to revive traditional clothing through a unique, versatile, and timeless contemporary design approach. This project is a collaboration between Saroong and menggahAgung, a Balinese woven fabric artisan brand to design the Raya Spring/Summer 2025 collection. The method used in this project includes the author's direct involvement in the entire work process, starting from pre-production, concept planning, material research, design, production to post-production including marketing strategies. The author also acts as a designer and marketing support during the project implementation. The result of this project is the creation of a deluxe ready to wear collection that combines traditional endek techniques with modern designs that are relevant and can reach the market. This collection not only emphasizes aesthetics, but also maintains cultural values. Through this project, the author gained a real understanding of the workflow of the local fashion industry and developed design and work management skills, by applying the knowledge of textile craft and fashion design into real practices that are in accordance with the needs of the industrial world. This final project is also a strategic experience in building readiness to face the creative industry professionally.

Keywords: Contemporer, culture, exploration, fashion design, ready to wear