

ABSTRACT

The Indonesian fashion industry continues to grow by highlighting local cultural elements and traditional techniques. Studio Jeje, as a local fashion brand, is known for its exploration of 3D embroidery and embellishment techniques on ready-to-wear clothing. This research focuses on the exploration and application of quilting techniques as a visual and textural innovation in the fashion design process. The quilting technique that combines two layers of fabric with dacron as a filling produces a three-dimensional effect that is strong aesthetically and functionally. This research uses qualitative methods through literature studies, field observations, and exploration of techniques and materials. The main visuals are inspired by the shape of coral reefs and Balinese cultural symbols in the form of canang, which are then processed into textile motifs with a quilting and embellishment approach. The final result is a collection of deluxe ready-to-wear clothing with a contemporary design approach that maintains local values through texture, soft colors, and exploration of flower shapes and natural symbols. This research not only enriches the treasury of fashion design with quilting techniques, but also strengthens Studio Jeje's visual identity as a brand that carries local values with a modern approach.

Keywords: Quilting technique, Studio Jeje, embellishment, ready to wear