

ABSTRACT
APPLICATION OF HAND EMBROIDERY TECHNIQUES ON
KEBAYA FASHION PRODUCTS AND THEIR BUSINESS
PLANNING

by

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Competition in the fashion brand market is getting tighter with the development of very dynamic trends, so innovation is needed in creating products that can attract consumers' attention. One form of renewal that can be applied is through surface textile design with hand embroidery techniques, which provide a distinctive and unique touch to fashion products, especially kebaya. Kebaya, as a traditional Indonesian dress, has a high cultural value, but is often considered classic and less developed following modern trends. By applying hand embroidery techniques using high-quality threads on kebaya materials, textile surface designs can provide a different aesthetic and increase the artistic value and exclusivity of the product. This innovation aims to create kebaya products that not only respect tradition, but also offer added value in terms of design and materials, so that they can compete with global and local fashion brands that are increasingly developing. It is hoped that through this technique, kebaya can develop into a more contemporary fashion choice, but still maintain the beauty and cultural meaning contained in it.

Keywords: Surface Textile Design, Stitching, Kebaya