

**ABSTRACT**  
**DEVELOPMENT OF WOMEN'S SHIRT DESIGN FOR**  
**'CLOTHED' TREND BY APPLYING EMBROIDERY**  
**TECHNIQUE**

by  
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*This study aims to develop women's shirt designs within the "Berkain" trend, which combines traditional Indonesian fabrics with decorative embroidery elements to create products relevant to local market demands, particularly Generation Z. The "Berkain" trend, popularized through campaigns such as #BerkainBersama by Swara Gembira, presents an opportunity to enhance the preservation of local culture through everyday fashion. However, observations indicate that the development of "Berkain" shirt designs remains suboptimal, particularly in terms of aesthetics, composition, and wearability, as well as limited exploration of embroidery techniques as decorative elements.*

*This research employs a qualitative method with an exploratory approach. Data were collected through literature studies, observations, interviews, social media documentation, and design exploration. The study highlights the combination of traditional and modern embroidery techniques as an innovation to enhance the aesthetic value and appeal of the products. Furthermore, it analyzes the factors contributing to the suboptimal development of "Berkain" shirts, including design preferences, production practices, and consumer needs.*

*The findings reveal that utilizing more varied and innovative embroidery techniques can enhance the aesthetic appeal of "Berkain" shirts. The fusion of traditional and modern elements creates products that are not only visually appealing but also aligned with contemporary lifestyles. This research provides strategic recommendations for local artisans and designers to develop "Berkain" shirts that are more attractive, functional, and aligned with market preferences.*

*Keywords: "Berkain" shirts, embroidery techniques, contemporary design, traditional fabrics, heritage fashion.*