

ABSTRACT

DECORATIVE ELEMENTS DESIGN FOR TOTON 2026 COLLECTION WITH BUTTERFLY BLUE PEA (CLITORIA TERNATEA) AS VISUAL INSPIRATION

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Toton is one of Indonesia's most prominent fashion designers, known for narrating the long and complex history of Indonesian women through his work. Drawing inspiration primarily from kebaya and traditional Indonesian women's clothing, Toton combines contemporary design with sustainable principles, resulting in a distinctive creative identity. Kebaya has long served as a symbol of Indonesian womanhood across generations. As a form of symbolism, kebaya can represent various aspects of Indonesian women's identity and experience. Through Toton's contemporary reinterpretation, the kebaya becomes a medium for communicating and raising awareness about pressing societal issues. Inspired by the ongoing struggle for women's bodily autonomy and the social taboos that often limit their freedom of expression, the butterfly pea flower (Clitoria ternatea) is used as a symbolic element in this collection as representation of eroticism and womanhood. The butterfly pea flower (Clitoria ternatea) is used as a symbolic element in this collection. By its shape and visual, this flower depicts a clitoris which is part of woman's sexual organ and its name is quite literal with the mention of 'clitoria' which is . Indigenous to Indonesia, the butterfly pea flower is incorporated into the TOTON 2026 collection as a surface pattern, applied through two- and three- dimensional embroidery techniques, serving as intricate embellishments that reinforce the narrative.

Keywords: *butterfly blue pea visual, motif design, decorative element*