
**THE APPLICATION OF SWAN IDEA SOURCE ON
BRIDAL FASHION**

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ABSTRACT

Swans are the most loyal animals that only mate once in a lifetime. The purpose of this research is to find out the process of making and the finished result of bridal fashion with a swan as the source of the idea. This research method uses a three-stage design process approach. This method consists of three stages of research: problem definition and research, creative exploration and implementation. The design direction was determined in the initial stage, and in the second stage, a moodboard was made. The implementation stage involves applying a swan feather and manipulating fabric decoration as the centre of attention on the bridal outfit. The process of manipulating fabric starts with preparing copper wire, segment fabric and brocade fabric, then cutting to form strands of swan feathers and sewn with balut stitch on all sides to unite the three materials. The results of this research show bridal fashion with feather-shaped manipulating fabric decoration, with two designs of men's and women's bridal fashion. The final result is the style of Muslim clothing, according to the provisions of Islamic law, intended to cover parts of the body that are inappropriate to be shown to the public. The primary material is tulle sequins and satin maxmara lining with the appropriate size, but it does not show the shape of the woman's body so that it can be worn for Muslim women wearing hijab.

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INTRODUCTION

Sources of ideas are significant in fashion design because they can inspire and help designers create new concepts or ideas. With solid and creative ideas, designers can create exciting and innovative designs. Therefore, finding the right source of ideas can help designers produce attractive work that meets customer needs. A designer needs to keep looking for fresh and innovative sources of ideas to stay relevant and beautiful in the increasingly competitive fashion market [1]. Various sources of ideas can be used for fashion design, including fashion trends, fashion history, art, technology, and natural inspiration.

The source of inspiration for this occasion was the shape of swan feathers. Swans are often used as a source of ideas in design and art because of their beautiful shape and white colour, symbolizing purity. Swans are also usually said to symbolize love and loyalty. [2] Using old kaka birds as a source of ideas for fabric manipulation creations with fabric cutting techniques on children's party clothes. [3] Application of drought decoration to



bridal wear with the theme of the queen of a peacock. [4] Using swans as the primary source of ideas for the creation of batik motifs applied to women's outerwear,

Geese are large birds that can fly and swim. The shape of the swan's body structure is beautiful, including its head, neck, and wings. The beauty of the body structure can be seen from its slender shape. When flying, swan wings look very beautiful, while when swimming, the structure of the body of the wings, head, and neck form a unique and attractive shape. Geese are beautiful animals and have a philosophy in every behaviour. Swans are considered sacred animals in Hinduism. The swan is also the mount of Goddess Saraswati. The swan is a symbol of solidarity, loyalty, and true love. The beauty of swan feathers can be used as a source of ideas in fashion design. Swans are exotic, beautiful and attractive creatures created by God. Its beauty is realized in the shape and structure of the body, which has a dynamic balance, such as a small head, long neck, and wide wings [14].

Bridal fashion is clothing worn on special occasions with beautiful details and high-quality materials [15]. Bridal fashion is a type of clothing designed specifically for weddings. Bridal fashion usually has an elegant and glamorous design, intricate details and high-quality materials. In creating bridal fashion with a swan as the source of the idea, it manipulated fabric details in the form of swan feathers. Manipulating fabric is an innovation made from experiments in folding and sewing techniques that produce new visualizations of fabrics [5]. Manipulating fabric is usually made with various shapes and sizes. Manipulating fabric swan feathers are made in large to small sizes so they are neatly arranged and become the centre of interest in the bridal outfit.

The application of manipulating fabric in bridal wear is critical because it can increase the aesthetic value and beauty of the outfit. Applying feather-manipulating fabric is expected to increase the impression of elegance and give a beautiful visual effect to the bridal outfit. The purpose of this research is to describe the making process and the finished result of bridal fashion with swan as the source of the idea.

METHOD

This research method uses a three-stage design process approach. This method consists of three stages of research: problem definition and research, creative exploration and implementation [6]. International and national researchers have widely used this method. [7] This research mode was used to design and develop an exoskeletal garment to improve arm mobility for children with limited mobility. [8] This method was used to create and apply the Naga Erau shape to the decoration of Muslim bridal wear. [9] This method created and applied the Layatera flower shape to party wear. The three stages of this process of design research are described as follows.

Problem Definition And Research

This first stage includes the definition/identification of the initial problem, research/research by customer or target market needs, and the definition of work problems set by various parties such as customers, industry, and students themselves as designers. So that the formulation of the design criteria to be created can be found [13]. The initial problem that wanted to be researched was to make men's and women's bridal fashion with the source of inspiration of swans that are white in colour and beautiful in shape. The bridal fashion is made for young Muslim women wearing hijab, who like elegant and modern



bridal fashion designs with a size that fits the body but does not show sexy curves so that it can be used by Muslim women wearing hijab.



Figure 1. Moodboard

Creative Exploration

The researcher brainstormed rough ideas, mind maps, and created moodboards to explore initial ideas. Moodboards are made by visually arranging images, photos, materials, textures, colours or other elements to present a concept or idea [10]. As shown in Figure 1, the researcher collected images of swans and the groom and bride fashion styles to be developed. The colour nuance chosen was broken white. The shape that stands out on the swan is the white feather. This swan feather shape will be used as a manipulating fabric decoration for the bridal outfit.

Researchers also drew sketches, bought fabric samples, made patterns and sewed to develop prototypes. The sketch design in Figure 2 results from the development of bridal fashion using a mermaid silhouette with an additional tail skirt by manipulating fabric in the form of swan feathers on the side of the tail skirt. The sketch design in Figure 3 results from developing the groom's outfit as a suit by placing some details on certain parts. This stage involves rough sketching the desired fashion design, considering the shape, details, and materials used.



Figure 2. Sketch design of the female

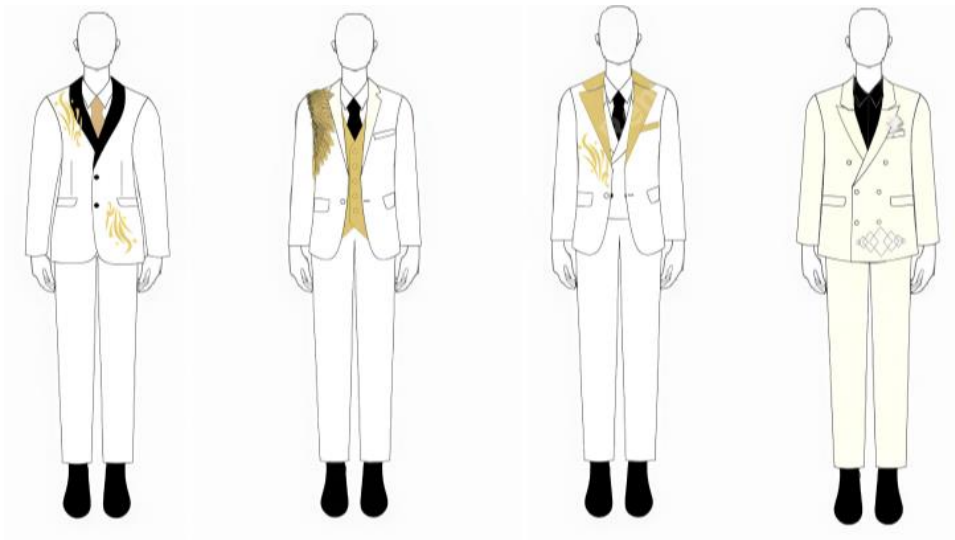


Figure 3. Sketch design of the male

Two designs were chosen to be realized from several sketch designs of men and women. The designs and technical drawings are illustrated in Figures 4 and 5. Technical drawings are used to design, develop, and produce garments or clothing. Technical drawings are essential because they provide a standard reference in designing and creating a product. Technical drawings can also help avoid mistakes and speed up the production process. In addition, the researcher communicates with the team to analyze the design elements and principles of the prototype and evaluates the prototype by considering the user and context.



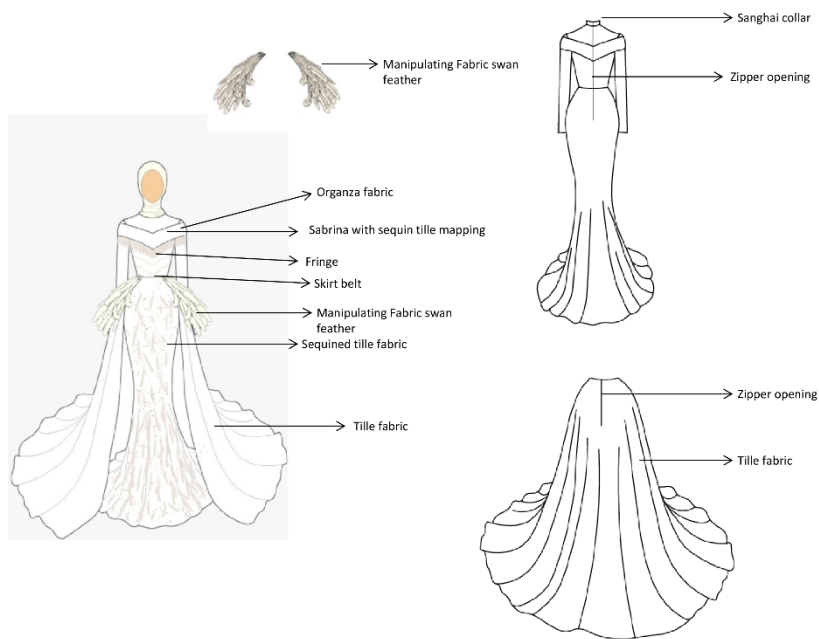


Figure 4. Chosen design 1

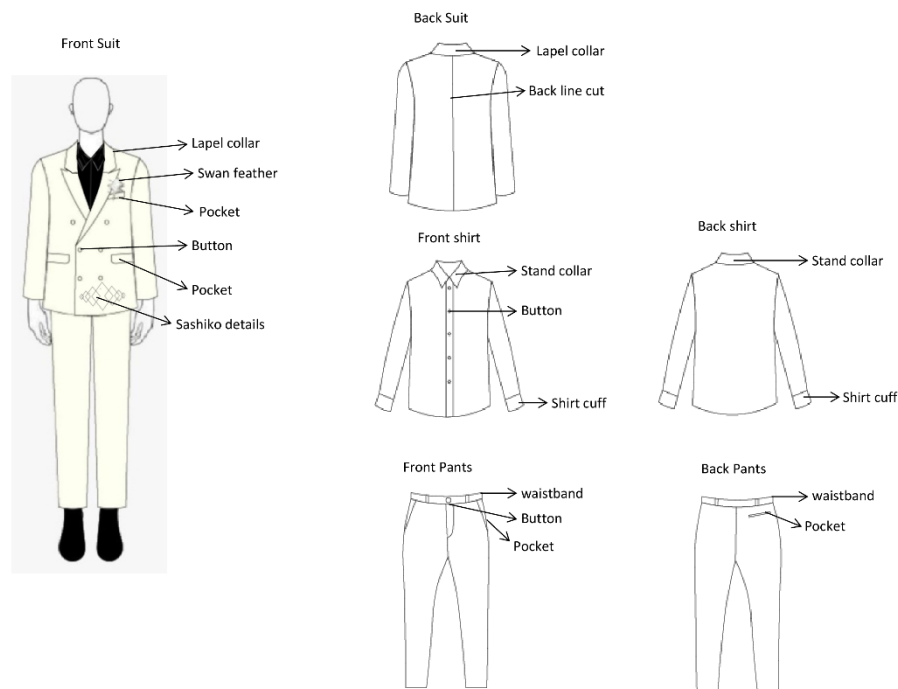


Figure 5. Chosen design 2

Implementation

The implementation stage refines production/design based on evaluation in the previous stage, the production process, and product improvement/refinement if there are still shortcomings [8]. Researchers created the final product by considering the constraints of production costs, production time, production methods, and marketability. When making the final product, attention should be paid to the quality and details of the stitching to



improve the quality of the final product. The final garment was then evaluated based on the theory of design principles.

RESULTS AND DISCUSSION

Swan is a source of ideas for bridal fashion and is used to manipulate fabric. Manipulating fabric can be made using various techniques, including sewing. In this research, the manipulated fabric was made by sewing. Sewing the manipulated fabric was done by forming the wire and cutting the fabric into the shape of swan feather strands, then sewing them together by hand using a balut stitch. The materials used are segnet and brocade. Brocade is a richly decorated fabric, often made using coloured silk, with or without gold and silver threads. The size of manipulating fabric applied to clothing is small to large so that it is arranged like the original fur. Manipulating fabric starts with shaping the wire to resemble strands of swan feathers (Figure 6a) and cutting segment and brocade fabrics to form swan feathers (Figures 6b and 6c). Then, the fabric is basting using a stab stitch. Each manipulating fabric on the side requires 15 pieces of feather manipulating fabric arranged and sewn longitudinally, then sewn with the side of the skirt tail of the fashion that will be attached to the manipulating fabric. (picture 6d).

Pattern-making uses a medium size construction pattern (figure 6e). Porrie Muliawan's construction pattern system is made with mathematical calculations and can be used for various forms of engineering rupture of fashion models [12]. The primary material of the dress is sequin tulle fabric, while the lining material uses satin maxmara (figures 6f, 6g, and 6h). The Sabrina uses segnet fabric lined with organza (Figure 6i). As a hasan, sequin tulle fabric mapping is also added to the sabrina and sequins are also sequined to form a fringe on the lower side of the sabrina (Figures 6j and 6k). Then, on the tail skirt, use tulle fabric whose circular bottom is mapped using tulle sequins. The finished manipulating fabric is attached to the side of the tail skirt according to the design (Figure 6d).

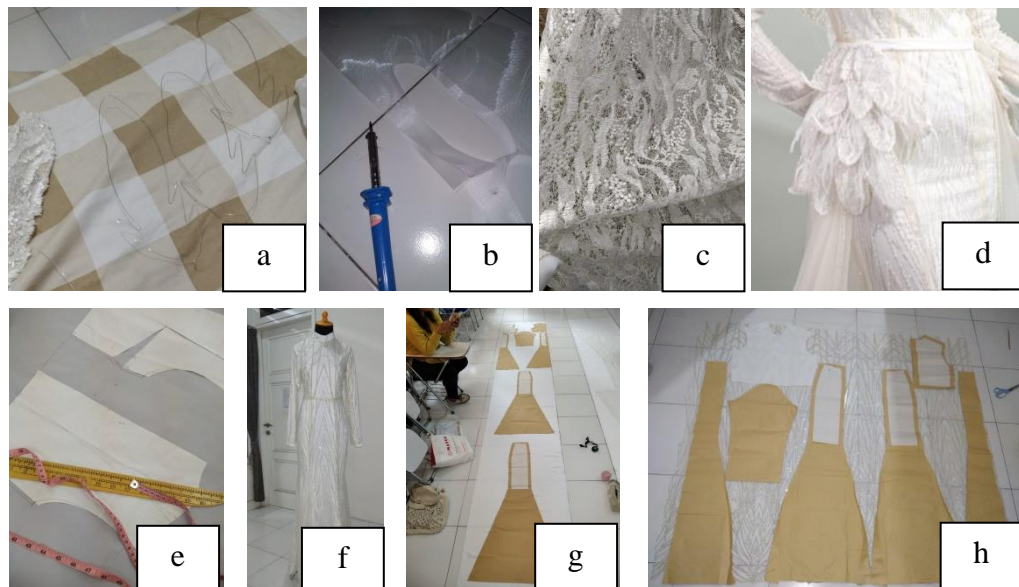




Figure 6. Fashion making process

The results of this study show bridal fashion with feather-shaped manipulating fabric decoration, as shown in Figure 7, with two designs of men's and women's bridal fashion that have been shown at the annual fashion show of the D4 Unesa Fashion Management study program. The finished product is made in Muslim fashion style. Muslim fashion is a type of clothing worn by Muslim women by the provisions of Islamic law, intended to cover parts of the body that are inappropriate to be shown to the public. The use of tulle sequin primary material and satin maxmara lining with the right size but does not show the shape of a woman's so that it can be worn for Muslim women wearing hijab.



Figure 7. The Result of Bridal Clothing

This bridal fashion was inspired by the shape of swan feathers applied in manipulating fabric with small to large sizes. There were also details of orchid feathers, so they became the centre of interest in the bridal fashion pair. The centre of interest in fashion



is the design principles related to the element or area that gets the most attention in a fashion design work [11]. The primary function of the centre of attention in clothing is to direct one's gaze to a specific part of the clothing. By managing the centre of attention, fashion designers can control and direct the focus on the desired aspect of fashion design. The placement of manipulating fabric is very different in both designs. The women's design centre of interest is on the flank, while the men's design uses feather details on the suit pocket on the chest. There is more than one manipulating fabric on the side of the pelvis, so it also applies the principle of repetition. The principle of repetition in design refers to reusing the same or similar visual elements in a design work. The principle of repetition can also create visual rhythm in design [8]. Patterns and shapes that repeat at the same or different intervals create a rhythmic and dynamic look.

CONCLUSION

Sources of ideas can help in the creative process and design development. One of them is the source of the concept of swan feathers in this bridal fashion work in the form of small to large swan feathers as the centre of interest in bridal fashion. Manipulating fabric was made using segnet and brocade. The bridal fashion is made using sequin tulle fabric. When cutting the material, the suitable motif is adjusted so that the motif is not tilted. Making clothes using a Porrie system construction pattern has the advantage that the body shape is more by the shape of a person's body, and the size of the pleat is more by the size of a person's chest. You can use stitches to attach the sequin tulle fabric to the tulle tail skirt and Sabrina. The finished result of the wedding dress was the expected style, namely hijab and applied to manipulate fabric decoration in the form of swan feather strands and feather details on certain parts of the dress as the centre of attention. This research is limited to describing the application of the source of ideas in fashion decoration—swan feather as a source of ideas for fashion decoration by applying it to manipulating fabric. Further research can be done to explore other decoration techniques and also the application of swan feather idea sources in fashion structure design.

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