

**AMPHITRITE AS A SOURCE OF IDEAS FOR PARTY DRESS WITH  
BEADS EMBROIDERY**

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**ABSTRACT**

This study examines the creation of a party dress inspired by Amphitrite, a sea goddess from Greek mythology, with the potential to be a valuable source of ideas for making a party dress with beads and embroidery garniture. The main objective of this research is to create an aesthetically pleasing party dress with a cultural value that could elevate the elegance of the dress. The Double Diamond model method is used to conduct further studies. In the Discover stage, information on Amphitrite was gathered from various sources and synthesized into a mood board. During the Define stage, three design concepts were developed, with one selected for further refinement based on its alignment with Amphitrite's mythological persona. The development stage visualizes the chosen design, incorporating flowing fabrics to reflect ocean waves and intricate details. The Deliver stage focused on elevating the value of the dress, with the beading embroidery technique added to enhance its connection to ancient history within the dress. The final product is a figure-hugging party dress with a hidden tale of Amphitrite through the trident as a bedazzled garniture that adorned the front of the dress. Future research may explore other mythological figures or integrate advanced techniques to deepen the fashion narrative.

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**INTRODUCTION**

Fashion continues to improve every year, and it is unpreventable that this will continue. Clothing worn by millions in this modern era was originally just a cloth intended to protect themselves. In later developments, fashion is not only about clothing and accessories such as jewellery necklaces and bracelets, but other functional objects combined with sophisticated and unique design elements become tools that can show and boost the appearance of the wearer [1]. The need to elevate one's appearance has become a global phenomenon for fashion enthusiasts and designers across the globe. One of the worldwide fashion trends that are spreading around the world through media and digital platforms is a cultured-mingled fashion trend. As international exchanges become more and more frequent, the boundaries between cultures are gradually blurred, and fashion designers begin to draw inspiration from all over the world, integrating the essence of different cultures into their creations [2]. An increasing number of people try to learn cultural differences using fashion items as a form of embracement towards other cultures. Not only are t-shirts and pants daily wear, but this also applies to more formal clothing items, such as party dresses, that people often wear to attend formal events



Party fashion is luxurious clothing made of smooth and soft materials [3]. To create a good quality party dress, it is necessary to consider the characteristics of the party dress. The characteristics of the party dress include the silhouette of the party dress, materials of the party dress, colour of the party dress, and the texture of the material [4]. Clothing worn for party occasions typically has an elegant design using high-quality materials. To further enhance the aesthetic value and appeal of the party dress, the application of beading embroidery from beads of various types and colours is widespread in this modern era. Beading application is an ornament attached to a fabric surface in the form of beads with a hole in the centre to be connected to a clothing piece [5]. Installing beads can also give a beautiful and attractive impression so that they become the centre of attention for the person who sees them. The product of the given outfit will look luxurious [6] to infuse more value and distinct visual identity into the party dress by using the cultured-mingled fashion trend. The mythology creatures' history was chosen as the main inspiration due to their enchanting qualities.

Mythological creatures are often used as inspiration in fashion design because they contain symbolism, visual appeal, and a peculiar, appealing aesthetic. Mythological figures, such as gods, goddesses, or other types of creatures, usually have specific characteristics, either from their physique, the colours of the character concerned, or a symbolic element that can be applied creatively into a design element, creating clothing that is not only aesthetic or beautiful to look at, but also has a meaning. Creating a party dress and choosing a mythological creature as the main inspiration not only encourages creativity but also assimilates foreign cultural and historical narratives and gives an additional dimension to stories, art, and artistic sources such as artifacts that can be depicted through a party dress that have a look of elegance and expensive in terms of materials, design, and also the garnitures that complement the outfit. The thousand-year-old tales of mythological creatures could add up to the dress identity, demonstrating how a cultured-mingle trend is not just a usual micro trend happening in the fashion industry but a phenomenon with the potential of a significant impact that elevates the final product.

Amphitrite is the wife of a famous Greek mythological figure, Poseidon, the god of the sea. The poet in the *Odyssey* describes her as the personification of the sea, the creator of monsters [7]. Besides being known as a personification of the sea, Amphitrite is also well known as a human-like sea creature called Nereids. In Greek mythology, Nereids are creatures identified as sea nymphs. In many cases, a creation is produced based on a source of ideas that have value, whether it is the value of uniqueness, beauty, or other values.

The evolution of the fashion industry, including the trends, has made fashion researchers and designers always on the lookout for innovative new fashion items. Increasing interest in luxurious party dress and cultural assimilation trends could add new knowledge for future research on a similar topic. Regardless of the emerging trends that unite both aspects, there is still space for new research on this topic to broaden the fashion research society. This research aims to create a party dress that assimilates bead embroidery as a garniture and a backstory of a Greek mythological creature. Therefore, this research will explore the integration of fashion and culture.

## METHOD

The method used in this research is Double Diamond, developed by the British Design Council. The Double Diamond method can be used in fashion creation, in this instance, producing a party dress. This method has four main stages divided into two parts, as shown in Figure 1 [8].



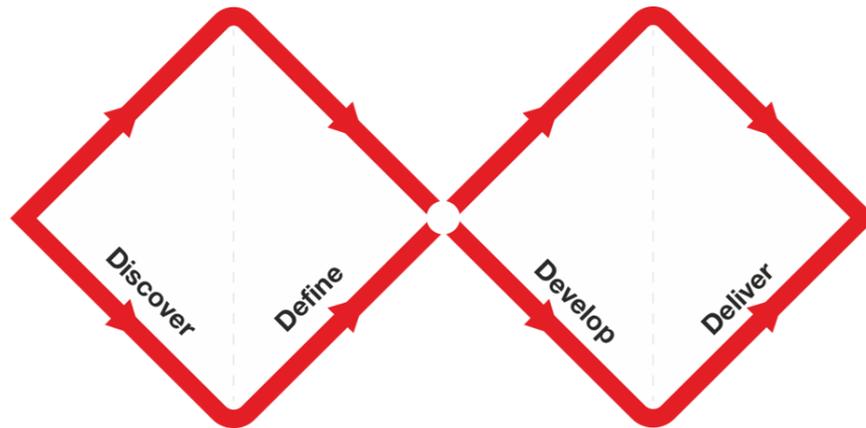


Figure 1. Double Diamond Method [9]

In the first stage of discovery, researchers focused on activities such as research or gathering various information before proceeding to the next stage. This stage aims to gain deeper insights into the problem context that needs to be addressed [10].

The define phase is an identifying stage, such as identifying priorities and targets from the source of the idea [11]. One of the references in creating the party dress is based on data and knowledge collected during the discover stage. The second phase of the Double Diamond method helps researchers narrow down the collected data and knowledge. This stage creates one focus of the problem (touch points) that is thoroughly redefined. Therefore, this stage needs critical and analytical thinking [12].

This step is the development of the define phase in the third phase of the Double Diamond method [13]. All the insights and elements collected from previous phases will be used to select the best prototype that will become the final product [14]. The chosen prototype is considered the best in terms of party dress creation to answer the initial purpose of the research. These steps are done with careful consideration.

Deliver is the last stage of the Double Diamond method. In this phase, the design ideas are turned into prototypes or physical clothing examples [15]. When the chosen solution is confirmed and developed, this stage includes implementing it, such as making a prototype. The prototype is expected to solve the problem.

## RESULTS AND DISCUSSION

### Results

#### 1. Discover

The researcher created a mood board for the chosen source of ideas. Mood board media is a learning media by presenting and discussing a concept of facts or problems by developing ideas that a person wants to realize, namely in the form of boards or other flat fields with various shapes that contain cutouts of images obtained from print media (Magazines and Newspapers), the internet, or a collection of pictures by designers [16]. Amphitrite, a Greek mythological figure with an image or background closely related to the sea, is the primary focus in making mood boards that match the source of ideas. Amphitrite, which has a connection with the sea according to this Greek mythological story, saves the beauty of the components in the sea, such as the color of the water, which is blue, some sea creatures, such as starfish and shells and pearls formed from the body of the shell.



Figure 2. Mood board

Figure 2 is a mood board arranged in accordance with the source of ideas and other components that will support the making of the intended party dress. Components included in the mood board consist of colour selection and the clothing model that will be made into a party dress. This mood board shows a party dress model with the use of fabric and beads that will decorate the front of the dress as a complement to the party dress so that the combination of these two things can represent Amphitrite as the goddess of the sea, which of course needs to have an association with the sea and the things in it which also still heavily related to the primary source of idea, Amphitrite, In addition, a gold-colour trident shown on the mood board will be the main design to be applied with sequence of different types of beads on the surface of the party dress. The majority of colours to be used as the party dress are blue, while gold and a small portion of different shades of blue, along with iridescent white, will be the colours chosen for the beading.

## 2. Define

After collecting information and exploring the source of ideas on the mood board at the previous stage, at the define stage, all the information collected becomes more conical, namely the making of three fashion designs, as seen in Figure 3. The three designs will be chosen to be used as designs that will be realized in a party dress. Making several party dress designs at this stage aims to visualize several alternatives that arise from the mood board. These alternative designs are made to determine which design represents the main source of ideas that will be developed and refined in the next stage of the Double Diamond method. Alternative sketches are needed to facilitate the later making of the desired fashion design [17].





Design (a)      Design (b)      Design (c)  
Figure 3. Party Dresses Design Development.

3. Develop



Figure 4. Design (c)

Ideas compiled into the mood board, along with the fashion designs made, are determined, and design (c) is the design that will be created into a party dress. According to Figure 4, the design was chosen because it supports the elements in the mythological



figure of Amphitrite according to various sources collected in the discovery stage, namely, journals, books, and artifacts of Greek heritage. Besides the colour that has been chosen, the flounce, which is on the bottom part of the party dress, has a unique visualization that can depict ocean waves and also displays an innovative yet graceful modern look. Flounce is mainly used in party dresses and bridal attire because it can add a luxurious impression [18]. The trident made from bead embroidery in the middle of the dress is also an auxiliary that seems to support the personification of Amphitrite since the trident was seen being held by Amphitrite's husband, Poseidon, on the mosaic of Poseidon and Amphitrite.

#### 4. Deliver

The deliver stage is when the party dress is ensured that the design chosen fulfils the goals and expectations determined in the previous stages, specifically, to create a party dress with aesthetic value in accordance with the latest trends in the fashion industry. At this stage, the process of creating a more elegant and appealing party dress was done by applying sequences of bead embroidery embellishments to increase the value of the party dress and increase the luxurious impression.

The application of bead embroidery in the shape of a trident begins with making a pattern that forms a trident design and then pinning it with a needle on the garment; then, on the outer part of the pattern, the researcher sews according to the pattern that had been pinned. This is done so that the beading embroidery process that will be done next becomes easier, and the desired result is symmetrical and harmonious bead sequence combinations. Then, the next step is to apply beads according to the choice of bead colour and type that have been determined to form the shape of a trident by sewing it, as seen in Figure 5. The beads used are gold-coloured bamboo beads, 4mm pearl beads with three different colours, transparent sand beads that match the colour of bamboo beads, and blue sand beads with other shades, from light to dark blue.



Figure 5. Beading embroidery process on a party dress

The final result of this Amphitrite-inspired party dress features a dress dominated by blue colour and also a centre of interest in the form of a trident or three-edged spear applied to the dress with beading embroidery technique using several types of beads that also vary in colour to produce shiny garnitures and have a three-dimensional effect. When worn by the model, this party dress has a bottom part with an asymmetrical flounce and



one elongated part with a graceful fall impression on the right side. When showcasing the dress on a fashion show, as seen in Figure 6, the dress was completed with a crown in the same colour with accessories and millinery such as blue tile fabric as a shawl, high heels, and pearl earrings. The colour of the accessories is gold to further support the luxurious, elegant, and graceful impression of the party dress based on the mythological figure Amphitrite.



Figure 6. A party dress that has been realized

#### Discussion

According to this study, embroidery beading embellished into the front of the party dress increases a greater value. This finding aligns with previous research, using beading techniques to create motifs on mountains has the potential to explore shapes further and become limitless [19]. Other research conducted by different authors using a similar embroidery application and beading technique stated, the embroidery and sequin decorations applied not only to function as aesthetic elements but also add to the durability of the party dress [20]. With this being said by different authors, this research of creating party dresses with beading embroidery not only adds decorative value but also has broad possibilities that could be achieved by using creativity in designing a party dress.

The production of party dresses in this research was conducted using the Double Diamond framework, which allowed a thorough analysis of the knowledge needed to create a culture-mingled party dress with beading embroidery as an embellishment. This research supports theories stated by authors that beading embroidery application on clothes with



thorough study and systematic steps could elevate both the functionality of a party dress and its symbolic value. Therefore, this study contributed to the literature in the fashion industry to integrate craftsmanship, a handmade embellished dress, and a thoughtful design framework to create more than an explicitly luxurious party dress, but something with greater value that lies within the party dress.

## CONCLUSION

The process of making a party dress is dominated by blue color with a center of interest in the form of a trident made by sequences of beads through the technique of beading embroidery on the middle of the dress, which is inspired by the mythological figure of the Goddess of the Sea, Amphitrite, originated from the Greek mythology. This research has successfully produced a work that integrates the aesthetics of a mythological creature with modern party dress design and elements within it. The Double Diamond research method was applied systematically, starting with an in-depth exploration of the source of inspiration for mythological figures and modern party dress that is suitable for the embodiment of the researched source of ideas. This process was then focused on developing the central concept of an ocean-themed fashion that has many connections with a sea goddess, Amphitrite, which was realized through the selection of blue fabric material, symbolization of waves on the tail of the party dress called flounce, and beads embroidery details dominated by gold and blue colors formed in such a way to resemble a trident along with pearl beads which comes from a sea creature that depicts the sparkle of seawater. The final result of this research is a product that has high aesthetic value and is conceptually and functionally relevant from existing sources, making it an elegant and modern representation of the Amphitrite Goddess. Other than the result of the party dress that has been made, further research on a similar topic could be done to learn how to make clothing that is not only functional but also has value and could elevate the elegance of those who wear it.

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