

CITYLIGHT AS AN INSPIRATION FOR CREATING MODERN EVENING GOWNS

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ABSTRAK

This study aimed to (1) create a collection of modern evening gown designs inspired by city lights, (2) produce a collection of modern evening gowns inspired by city lights, and (3) brand the collection of modern evening gowns inspired by city lights. The creation of the fashion collection based on the city light concept was conducted through several stages: (1) the initial stage involved designing through, idea exploration, creating mind maps, mood boards, fashion design presentations, and embellishment designs; (2) the production process began with selecting fabrics, followed by pattern making, pattern drafting, fabric cutting, fabric marking, sewing, fitting, embellishment, price calculation, and evaluation of the final product; (3) the branding stage included creating the brand DNA and branding the fashion products by producing photo and video teasers, which were then promoted on social media. The results of this final project were: (1) the creation of a modern evening gown collection design inspired by city lights, (2) the realization of a collection consisting of six evening gown designs using bridal satin, sugar candy tulle, mulberry satin, crinoline tulle, and bead embellishments, and (3) the successful branding activities, including promotions through content uploads on social media platforms such as Instagram, YouTube, and WhatsApp Business.

Keywords: *Modern, Evening Gown, City light, Sugar Candy Tulle, Bead Embellishments*

INTRODUCTION

The development of fashion always changing along with the development of the era and technology. Clothing has a close relationship with humans because it is one of their main needs. Clothing as a basic human need, but apart from being a basic need, clothing is also a symbol of the wearer's aesthetics. The clothes worn can describe the personality and social status of the wearer. Along with its development, clothing was created to meet the wearer's wearing opportunities, one of which is party wear (Nisa et al., 2024). The development and popularity of evening wear or evening gowns were influenced by Europeans who loved to hold parties at night. In the Renaissance (14th to 17th centuries) and Baroque (17th to early 18th centuries), European upper-class society began to hold social events at night. Formal and luxurious clothing became the norm to show status and wealth. In the 19th century, during the French Revolution which lasted for 10 years, the French aristocrats took the royal family as a reference for dressing, to know what was appropriate and inappropriate for them to wear, and as a reference for how to behave. One of the biggest fashion icons at that time was the Queen, Marie Antoinette (Sumarlan et al., 2019).

In the 20th century until now the development of evening gown design shows a revolution influenced by social, cultural and technological changes. From formal structures and intricate details to more flexible and innovative designs evening gowns continue to reflect the fashion trends and aesthetic preferences of each era. The influence of fashion from various eras has shaped and continues to inspire modern evening gown design. From geometric elegance Art Deco, engineering detail Haute Couture, minimalist simplicity, to post-modernist experimentation, today's designers take the best elements from each era to create evening gowns that blend tradition with innovation. This allows for the creation of evening gowns that are not only beautiful and elegant but also have a rich story and heritage. The choice of materials for evening party wear is a material that is smoother and softer in texture. The colours that used more prominently, and the application of more luxurious decorations. Evening party dress models are increasingly developing and have many variations (Junia & Prihatin, 2021).

Traditional materials such as satin, velvet, and silk have been the foundation of the evening gown revolution. Each material provides unique characteristics that have influenced the design and aesthetic of evening gowns over time. From the formal Victorian era to today's minimalist and elegant designs, these materials continue to be used to create luxurious, elegant, and timeless evening gowns. The character of women and the taste for diverse party dress designs tend to use party dresses made of luxurious and expensive fabrics, making people think that party dresses must be luxurious and expensive. The use of these materials in various eras shows how they can be adapted to various styles and fashion trends and make them classic materials that are timeless (Kurniawati, 2017).

Contemporary fashion and aesthetic trends reflect ongoing technological advances as well as social and cultural changes. From sustainable fashion to technology wearable, minimalist to maximalist design, and gender inclusion to personalization, the fashion world continues to evolve and adapt. With these trends, designers have the freedom to experiment and create works that are not

only fashionable but also relevant to the needs and values modern consumer values. Fashion industry revolution development in the description above, designers want to carry contemporary aesthetics by creating innovations in modern evening dresses that are in accordance with current fashion trends. This final project is inspired by city lights or often referred to as citylight. It is a word that refers to a beautiful view or panorama of a city at night created by the light of street lights, vehicles, buildings, and others (Kumparan, 2024). Citylight describes an active and dynamic urban life, which is the center of cultural, economic, and innovation development. Life in big cities is often associated with modernity because this is where new trends in fashion, technology, and culture often emerge and develop. Citylight is a visual representation that strong of modernity because it combines elements of technology, non-stop activity, and futuristic aesthetics.

Designers take inspiration from the scenery Citylight by applying it in decoration and motifs or fashion patterns. The lights on the streets, bridges, and buildings that are lined up inspire designers to choose materials that have sparkles and curved motifs such as tulle sugar candy. Designers also use sequins to provide a sparkling effect that can add visual focus and provide a luxurious touch. The materials used can create an aesthetic, elegant, and modern evening gown. These materials not only add dimension and interesting visual effects but also allow designers to be more creative so as to create an evening gown that combines classic elegance with a modern touch in the contemporary era.

The creation of the work in this final project will use the technique haute couture which has influenced the fashion revolution in the 1940s until now. From the description above, the purpose of this final project is that the designer will create an innovation of evening gowns with luxurious and elegant visualizations and show the modernity of fashion in this contemporary era. The title for this final project is "Citylight as an Inspiration for Making Modern Evening Gowns". The designer created this evening gown innovation because it has the opportunity to be sold or rented where the designer lives, namely the city of Banyuwangi. This is because in the city of Banyuwangi it is still rare to find evening party dresses that combine classic and modern elegance that implement tulle sugar candy and sequins.

METHOD

Determining the target market in this final project uses a demographic method by grouping consumers based on age, gender, education level, and economic level of the community. By using method, it has been determined that the target market for this product is in the teenage to adult community with an age range of 18 to 35 years. This target also includes women with secondary to higher education levels with middle to upper income levels.

CASE

Fashion work in the form of a modern evening gown with a source of ideas citylight This has the title ““Urban Lights”.The sentence comes from French which means city lights or urban light. Source of idea citylight depicts the modernity of the city with the beauty of light coming from urban lights. The beauty of city lights seen from a height inspired the designer to implement it in the fashion work in this final project. The increasingly developing changes in the fashion industry revolution, encourage designers to create innovations in evening dresses with sources of ideas citylight which has a luxurious and elegant impression and is in accordance with the contemporary era. To give an elegant and feminine impression, the designer uses colour nuances dusty pink on fashion. The source of ideas citylight, designers realize designs by implementing tulle sugar candy and sequins on clothes. Tulle sugar candy and sequins become decoration and center of interest on fashion and produce clothing that has aesthetic value. The fashion design in this final project adapts style modern era by using one shoulder dress, cut out dress and a simetris dress on some designs. Creation of a fashion design collection begins with the determination citylight as a source of inspiration, then poured out and applied to the creation mood board as a reference so that the design created does not deviate from the source of the chosen idea. Then the moodboard is developed into a simple design through design sketches and continued with the creation of presentation designs, decorative designs and fashion illustration.

The fashion work in this final project is realized as 6 evening gown works entitled ““Urban Lights”by implementing tulle sugar candy and sequins as the embodiment of the source of ideas citylight. In making fashion work, various processes and stages are involved, these stages start from taking measurements, making basic patterns, breaking down basic patterns according to the design, placing the pattern on the material, cutting the material, giving or moving pattern markings, the sewing process, fitting, finishing and installers a fashion decoration. After the process of making the clothes is finished, then photos and videos are taken teaser to present fashion. Photos and videos. The results will be used as the main media to publish fashion works through social media. There are various obstacles in making clothes, such as size inconsistencies during fitting, hard or flexible material textures, and lack of aesthetics in design details. These obstacles require appropriate technical solutions. According to Ernawati et al. (2008) clothes need to adjust to the shape of the body, therefore, the process fitting Re-adjusting and adjusting patterns are important steps to produce suitable and comfortable clothing. Processing hard materials such as crinoline tulle, installation of flexible materials such as tulle plain and deep V-neck, to crease repair draping rough requires careful sewing techniques and the use of tools such as pins. The addition of decorative elements, such as tulle and sequins, are also effective in enhancing the aesthetics of clothing. Fashion collection branding online promotion by displaying products as attractively as possible, namely by displaying photos and videos on social media. This method can make customers more interested in seeing and buying products. Process photoshoot to take product photos and videos at night on August 12, 2024 at point zero Yogyakarta. Photoshoot carried out in that place because it is in accordance with the fashion

theme, namely citylight and depicts urban modernity. In the process photoshoot designer uses one model to show 6 evening gowns and one photographer and videographer. The form of promotion and branding of the fashion entitled "Urban Lights" This is done by uploading photos and videos on Instagram and YouTube and then providing contacts. Whatsapp bussines as a means of personal customer service.

Promotion offline done by interacting directly with buyers because it can build trust in consumers. In addition, by interacting directly, it will give consumers to feel and see the quality and details of the product in the form of materials, colour, designs, and decorations on the clothes. In addition, the author also uses word of mouth recommendations to spread information related to the product. The obstacle during product promotion is that the author needs extra effort to introduce the product to make it more visible and memorable, this is because this brand is a new brand. In addition, the author also needs to learn better about content selection and the effectiveness of using social media when promoting fashion works.

DISCUSSION AND RESULTS

1. Discussion

According to Sri Widarwati et al., source of ideas is anything that can give rise to someone's idea to create a new design idea. In creating a new fashion design, a fashion designer can see and take various objects to be used as a source of ideas. The object can be clothing objects in the environment where a designer is located and important events both at the national and international levels (Kurniawati, 2017). Sources of ideas serve as a guide that helps designers develop unique, innovative, and relevant fashion concepts with current trends. By combining and developing various ideas, designers can create products that are innovative and relevant to current trends.

Final project citylight is a source of ideas or inspiration used by designers to create clothing. City views at night are often filled with sparkles and reflections of light. City lights, street lights to light reflecting from buildings and road surfaces can create a sparkling effect and add to the beauty of the city.

Fashion viewed from a distance or height, the lights in the city and their reflection effects look like curved and irregular lines that sparkle, are beautiful and enchanting. The use of design elements that depict the atmosphere of the city night, such as colors that emit light, textures that imitate the reflection of lights on surfaces, and details can give an elegant and modern impression to the clothes in this final project. In this final project, the designer aims to create an innovation of an evening gown that is aesthetic, elegant, and modern but still comfortable to wear.

The product created is an evening party dress or evening gown that can reflect the sparkle and aesthetics depicted in the visuals citylight. The project will focus on how the elements of citylight can be creatively translated into clothing designs that are not only visually appealing, but also functional as evening gowns that can

be worn on special occasions at night. The materials used in making this product are also materials that can represent the theme and source of ideas from the designer. Final project, the designer used bridal satin as the main material and tulle sugar candy, this material can give a luxurious and glamorous effect to clothing. Sequin decorations are also used to decorate clothing to emphasize the sparkling effect of clothing. The characteristic of the clothing design in this final project is the motif decoration tulle sugar candy and sequins are scattered to enhance the visual of the clothes.

Mind mapping helps designers visualize how an evening gown inspired by citylight can be created with various ideas, concepts, and elements that have been developed. Evening party dresses can look more luxurious if the colors used are more striking, both the fashion and the decorations are more luxurious (Kosasih & Maeliah, 2014). Application tulle sugar candy and sequins are one way to create a luxurious and glamorous impression on the evening gown in this final project. The visual elements found on Citylight can be combined and turned into an idea to create aesthetic, elegant and relevant clothing in the contemporary era. The elements contained in the clothing also affect the final results of this final project, so that clothing elements such as color, material, silhouette, and others can be poured in to mind mapping to facilitate the development of ideas to create evening gowns that suit the tastes and market opportunities. To facilitate the process of creating and developing ideas, designers need to explore inspiration that is in accordance with the theme of making clothes and need to determine the goals and concepts of the final project in the form of making modern evening gowns inspired by citylight. The following is a chart mind-mapping which the designer used to simplify the production process on this final project.



Figure 1. Mind Mapping

Mood board interpreted as a tool or media board used by designers to help them get a good idea of what their clients are looking for. The board has the following contents/materials: (1) Theme and character of the work to be raised; (2) Fashion styles that are currently trending (image style); (3) the colors that will be used in making fashion designs (image colour); (4) Material pattern, when will lift a certain pattern (Bestari & Ishartiwi, 2016).



Figure 1. Mood Board Design

The presentation of images in the form of fashion designs in this final project uses several methods, namely sketch design, illustration design, and production design. Initial presentation of the design concept with a quick and simple design presentation using a rough design as follows:



Figure 2. Sketch De



Figure 2. Sketch Design 2

Modern evening dresses with sources of inspiration citylight applies the 2024 fashion trend with a theme of calm luxury. This theme describes fashion that feels expensive but is actually not too expensive and gives the impression of luxury, elegance, and value. The application of this calm luxury theme is used as a concept theme that is poured into a modern evening gown entitled “Urban Lights”. Name of the brand comes from French which means city lights. The word has a meaning that describes the city lights with a romantic and elegant feel. To help gather ideas and visualize the concept of clothing to be created, designers use mood board as a visual tool for organizing ideas, inspiration, and references. There are design production with the brand visualize concept:



Figure 3. Design Production 1

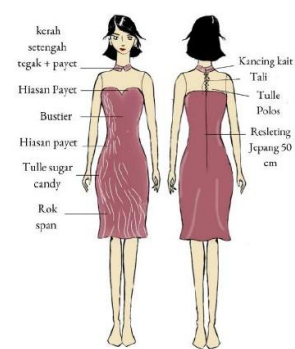


Figure 4. Design Production 2



Figure 5. Design Production 3



Figure 6. Design Production 4



Figure 7. Design Production 5



Figure 7. Design Production 6

2. Results

a. Create a collection of modern evening gown designs inspired by city lights

Fashion design is cut A-line with dusty pink colour and white glitter accents that intersect diagonally, creating an elegant and modern impression. The design of the curved lines that cross in the middle of the dress creates a rhythm that directs the eye from top to bottom, while the proportion between the top and the widening bottom gives a luxurious and proportional look. Source of idea citylight applied to the sequins on the front of the dress and glitter accents that cross the upper to lower body parts with design result:



Figure 8. Design Result 1

Fashion design result 2 is clothes with an I silhouette highlighting the principle of unity through a harmonious combination of a half-turn collar, sequins, and a pencil skirt. Symmetrical balance on the right and left sides creates a formal look, while the body cut with a bustier and pencil skirt emphasizes ideal proportions. Abstract lines on tulle adding visual rhythm, while the emphasis lies on glamorous sequin embellishments. There is a design tulle transparent on the front of the garment which creates a soft and harmonious visual transition between the collar and the garment. application of the source of ideas citylight found on the front and collar of the clothes which are decorated with sequins and tulle gliter there is:



Figure 9. Design Result 2

Fashion design result 3 is designed with the principles of balance, proportion, rhythm, emphasis, and harmony in mind to create an elegant and luxurious look. Design elements used include vertical lines on the pattern and thigh slits, a mermaid silhouette that extends across the body, and a combination of satin fabric textures tulle plain, and tulle sugar candy. The dominant dusty pink colour gives an elegant impression, while the sequin accents add glamorous details. With a neckline deep V neck Eye-catching, princess lines for body structure, and a flared mermaid skirt, this dress creates the illusion of a slim and shapely body high. Inspiration citylight applied to the application tulle sugar candy on the left side of the dress and the sleeves of the dress and the placement of sequins above tulle sugar candy which gives maximum shine effect with the design:



Figure 10. Design Result 3

Fashion design result 4 is a dress with an I silhouette that gives a slim and long impression. This dress is equipped with an asymmetrical line on the skirt tulle which adds to the appeal. Balance is seen from the relative symmetry of the pattern V-neck and pieces cut-out, although there are elements of asymmetrical lines that give a modern impression. The proportions of the body are emphasized with cut-out cuts at the waist, while visual rhythm is created through asymmetrical lines and patterns tulle sugar candy adorned with sequins. The main focus is on the cut-out part of the dress, highlighting the curves of the body, with harmony achieved through a combination of satin materials tulle sugar candy, and a matching dusty pink colour. Implementation of the idea city light seen on tulle sugar candy decorated with sequins on the front and thighs of the dress, so th at it can represent the sparkling city lights at night with the design:



Figure 11. Design Result 4

Fashion design 5 is an A-line dress that has a one-shoulder cut, a span skirt, and a three-quarter circle detachable skirt. The cut creates an interesting contrasting proportion between the top and bottom. Visual rhythm is created through the asymmetrical lines on the skirt and the sparkle of sequins on the tulle sugar candy, while central of interest lies in the one shoulder cut and details tulle sugar candy adorned with sequins. Harmony in design is achieved through a combination of materials, textures, and dusty pink colours that give a luxurious and elegant impression. Inspiration citylight applied on the cloth tulle sugar candy and the sequins on the front pattern of the dress reflect the sparkling lights of the city at night with the design:



Figure 12. Design Result 5

Fashion design result 6 is designed with harmonious design principles and elements. The principle of unity is seen from the combination of sequins, draping, And tulle sugar candy that match. Asymmetrical balance is present in the placement of satin on the shoulders, with the proportions between the bustier and the draping skirt being balanced. The draping folds create a dynamic rhythm, while the details tulle sugar candy and the sprinkling of sequins adds a luxurious impression. The design elements on this dress include dynamic lines from draping and bustier, graceful mini dress shapes, feminine dusty pink colours, and luxurious textures of sequins and tulle sugar candy. This dress consists of a dress with an I silhouette, tulle sugar candy adorned with sequins for glamorous accents, draping on the skirt for dimension, and a short pencil skirt that is simple yet elegant. Source of ideas citylight created through the sprinkling of sequins and details tulle sugar candy on the front of the dress with the design:



Figure 13. Design Result 6

Decorative design to realize resources Citylight inspiration designers use fashion decorations in the form of sequins. By implementing sequins and tulle sugar candy, the clothes will look aesthetic, elegant and modern.

b. Produce a collection of modern evening gowns inspired by city lights

Fashion Collection Works step is preparation of tools and materials, and body size measurements used in making this citylight-inspired evening gown are based on a model with a height of 172 cm and a weight of 52 kg. Pattern making in the process of making this evening gown pattern, the designer used a pattern construction method using basic pattern techniques. Pattern making is done starting from the basic pattern, breaking down the pattern according to the design, to the finished pattern according to the fashion collection design. Preparation of materials used are bridal satin and sugar candy tulle designer furing uses ero furing fabric. There are additional and supporting materials in the form of *tulle* plain, satin fabric *mulberry and crinoline fabric*. Price calculation designers use product price calculations to optimize profits and production efficiency. The creation of price calculations consists of main materials, lining materials, lining materials, decorations, and other complementary materials. The results of the price calculation of 6 modern evening dress designs can be sold at a price of design 1 worth Rp. 875,000, design 2 Rp. 297,000, design 3 Rp. 430,000, design 4 Rp. 306,000, design 5 Rp. 427,000, and the last design 6 Rp. 575,000. Production technology process of making clothes from pieces of material to finished clothes according to the desired design. In the production stage of making this evening dress, the designer carries out various stages starting from preparing the machine, making and laying patterns, cutting materials, rader process, using coating technology to sewing clothes.

Fashion design number 1 uses basic bridal satin fabric and tulle sugar candy. To increase comfort for the wearer, the designer uses ero material as lining on the clothes. On the top of the clothes there is a bustier and the bottom has an A-line skirt and is lined with crinoline tulle which is used to add a thick structure to the skirt so that it looks more luxurious. The length of the skirt in design 1 is 80 cm and is a midi skirt. To add aesthetic value, the designer added sequin decorations to the front and waist with real product is:



Figure 14. Real Product 1

Fashion design number 2 uses bridal satin fabric and *tulle sugar candy*. There are additional materials in the form of ero cloth as lining and cloth *tulle* plain as a transparent effect on the front and back. There is a half-upright collar and a strap on the back to add to the beauty of the fashion design. Design 2 clothing uses an I silhouette with a bustier on the upper clothing pattern that connects to the skirt with a length above the knee. The decoration used is sequins that are summed up on the collar and front of the clothing that are arranged above *tulle sugar candy* with real product is:



Figure 12. Real Product 2

Design number 3 is dress mermaid skirt with elongated sleeves using *tulle sugar candy*. The mermaid skirt cut follows the curves of the body to the knees and the fabric widens at the bottom. The top has a cut deep v-neck, with tulle transparent used to cover the chest area subtly. In addition, there is a thigh slit on the left side of the leg which gives an elegant and appropriate impression for users. The basic material used is bridal satin with a shiny texture to create a luxurious effect accompanied by the use of fabric *tulle sugar candy* and sequin embellishments to add to the aesthetics of the outfit with real product is:



Figure 13. Real Product 3

Fashion design 4 is cut-out dress waist with asymmetrical cuts on the thighs. This dress has geometric cuts on the waist and serves to provide an attractive visual and can create a body curve effect and show off the skin elegantly. This dress is an I-silhouette dress with a connection tulle sugar candy on the lower skirt that makes the silhouette more attractive and gives the impression of a longer dress. In addition, the dress has sequin decorations located on the asymmetrical lines of the front dress pattern on the chest and thighs which make the dress look more aesthetic with real product is:



Figure 14. Real Product 4

Fashion design 5 there are two design looks using silhouettes I and A, consisting of clothing and an additional skirt three-quarters of the circumference, the skirt is sewn separately from the dress. Skirt there is an inner layer in the form of crinoline tulle which is used to create a volume effect on the skirt. Skirt is equipped with belt and hooks to form a line effect on the waist. On the top, the dress uses a one-shoulder design to show the beauty of the wearer's neck and shoulders. Tulle sugar candy placed on the front of the left side of the dress, complete with sequin decoration on top. Sequin decoration is also placed on the waist to beautify the waist with real product is:



Figure 15. Real Product 5

Fashion design 6 is dress with draping at the waist to the hips. Draping on the dress uses mulberry satin fabric with a shiny and thick but soft texture, the texture serves to give a luxurious impression and remains beautiful when formed draping. Draping on the dress is formed from the left shoulder hanging down the back to the hips. This modern evening gown uses an I silhouette with a bustier on the top of the dress that connects to the bottom with a dress length above the knee. Fabric tulle sugar candy placed on the front on the left side of the dress accompanied by sequin decoration on top. In addition, sequin decoration is also placed on the front of the dress with real product is:



Figure 15. Real Product 5

c. Branding the collection of modern evening gowns inspired by city lights

Brand DNA is the essence of a brand, is a set of internal and external characteristics that determine its uniqueness, reproduce its advantages, and convey them to consumers. In other words, brand DNA is a brand code that built on the values associated with the company's products (Fayvishenko E & Yahelska K, 2023). DNA Brand is the basis of all efforts made by a brand, including creating its identity and character. Designers will introduce the unique identity and character of the product in accordance with the vision and mission of brand used. Designers use brand "BARL" as the fashion identity for this final project. The name "BARL" is an initialism of the sentence "Be Attractive and Revive the Look". This sentence has the meaning that brand This aims to make someone look more attractive and revive their appearance with a more modern design. Appearance is important in making someone feel good about themselves. By using an attractive appearance, users will feel comfortable and satisfied so that it can have a positive impact on their self-confidence. Everyone brand BARL is to make it as brand which combines visual appeal and style renewal. BARL aims to create attractive, elegant, and modern fashion products that can increase self-confidence and are relevant to use in the contemporary era. While the mission of brand This is to produce quality, innovative and attractive products that can meet customer desires. The use of the logo on the brand uses two clear consonant letters in the brand name, namely the letters B and R. These two letters are combined into a black logo with a white background simple and simple.



Figure 16. Logo

The logo that simple and simple serves to create a strong and consistent visual appeal in the minds of customers. This aims to make the logo easy to remember, recognize, and professional impress. Branding is the giving of a name, term, sign, symbol, design, or combination thereof with the aim of identifying goods/services/groups of sellers and differentiating themselves from competitors' goods/services (Kotler in Triyanto et al., 2021). Designers brand and promote collections using media branding so that it can attract consumers and expand market reach. The increasingly developing digital technology makes it easier for its users to access all the information they need. This convenience will increase the use of the internet itself. The author takes advantage of the increasing use of the internet to reach a wider consumer base. So that the chances of selling the product will be greater. Here are some online media used by designers to market their products:

1. Instagram

Instagram author markets using the Barl collection account to markets modern evening gown products by uploading photos to posts and videos in the form of Instagram reels. The photos and videos show details of the front and back of the clothing. This platform focuses on visual content that is attractive to users so that it can increase audience interaction and engagement quickly. Marketing using this platform can reach many audiences including out-of-town or overseas audiences. In the branding process on the Instagram platform, there are 18 videos shared is in the form of posts, stories, and IG reels. The results of branding are that there are 269 accounts reached and 2037 views with a reel view percentage of 75.7%, Stories 18.1%, and posts 6.2%. The view percentage will continue to increase until now:

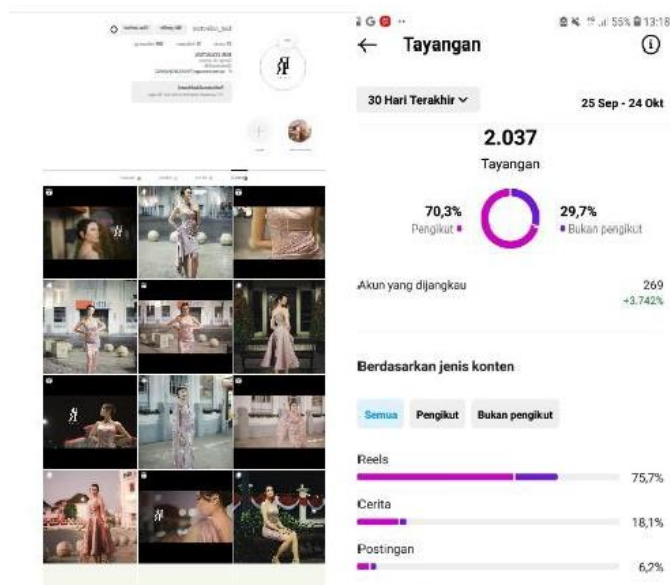


Figure 17. Instagram Account

2. Youtube platform used by the author for online marketing by using a YouTube channel in the form of the Barl collection. Youtube media can be reached by everyone even abroad. The author does marketing through the YouTube platform by uploading teaser videos of fashion works with an average duration of 1 minute into the youtube platform. On the platform youtube author uses 6 video content of fashion works with an average duration of 1 minute. The branding results of the content uploaded on October 25, 2024, were 575 viewers with a viewing time of 5 hours. The audience presentation was 45.9% domestic viewers and 15.6% foreign viewers. There are also positive comments from the audience in the video.



Figure 18. Youtube Account

3. Marketing via WhatsApp media with contact +62 838-5689-9070, the author uses a type of application in the form of WhatsApp Business to show the products being sold. Whatsapp business used as a chat service to make it easier for buyers to interact with writers. With the automatic chat feature, it can make it easier for writers to reply to customer chats. In addition, there is a catalog feature that can display a list of products along with images and prices so that it can make it easier for buyers to choose products. Whatsapp platform bussiness used to interact personally with customers. The results of the WA business platform include several customers asking about the main materials used in the dress and asking about the size of the clothes uploaded on the platform instagram and youtube.

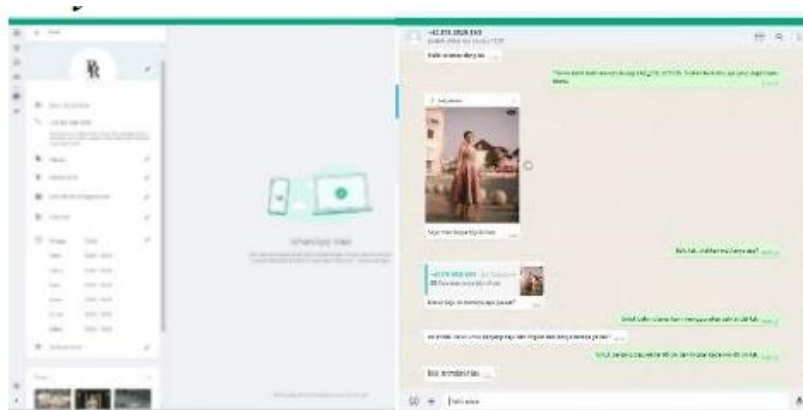


Figure 19. Whatsapp Business Account

CONCLUSION

Based on the formulation of the problem and the results of making a collection of modern evening dresses with the source of ideas citylight, the following conclusions can be drawn:

1. The fashion collection in this final project consists of 6 designs with implementation stulle sugar candy and sequins as center of interest. Modern evening gown collection designs inspired by citylight This is an innovation in party fashion with style modern that follows the development of the fashion industry. The collection of fashion works in this final project has the title “Urban Lights” which defines urban lights and depicts the modernity of the city. In the process of creating a fashion collection design, designers display the concept of luxurious and elegant fashion by adding aesthetic value to the fashion work. In creating a modern evening dress design collection, there are several stages, namely determining the design concept, developing the concept and evaluation. In determining the design concept, a theme study is needed, trend, and sources of ideas. Then at the concept development stage, it is necessary to make moodboard, design sketching, production sketching, presentation drawing and making illustration fashion.

2. Process of making a collection of modern evening gowns with sources of ideas citylight There are stages of preparation, implementation, and evaluation. In the preparation stage, there is taking measurements, making basic clothing patterns, and breaking down patterns according to the design. In the implementation stage, there is the process of placing patterns on the material, cutting the material, transferring pattern markings, sewing of fashion collections, installation of decorations, fitting, And finishing. The results of the fashion collection created are 6 collections of modern evening gowns with the source of ideas citylight which implement stulle sugar candy and sequins on the clothes. The clothes use I and A silhouettes with various forms of skirts used, namely pencil skirts, mermaid skirts, circle skirts, and 3/4 circle skirts. In addition, the designer also applies a design cut out dress, assimetris dress, And one shoulder dress in some clothes.
3. Branding process modern evening gown collection with inspiration sources citylight This is done through the promotion process. The promotion process is done by creating content through photoshoot, then upload content in the form of photos and videos on social media. The process photoshoot was conducted on August 12, 2024 at zeropoint Yogyakarta with 1 model displaying 6 outfits and there was 1 photographer and videographer. The results of the photoshoot in the form of photos and videos were uploaded on social media Instagram and YouTube. In addition, the author also used WhatsApp bussiness to make it easier for buyers to communicate and consult with designers. In addition, on WhatsApp business there is also a product catalog that can make it easier for buyers to find information related to prices and materials used.

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