

## STYLE EXPLORATION OF VINTAGE COQUETTE WITH APPLIQUE EMBROIDERY ON THE MALAY KURUNG DRESS

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### ABSTRAK

The purpose of writing this final project to: 1) create the designs for a collection exploring vintage coquette style with applique embroidery on Malay kurung clothes, 2) carry out the production process for the exploration of the vintage coquette style with applique embroidery on Malay kurung clothes, and 3) carry out the branding process for the exploration of the vintage coquette style with applique embroidery on Malay kurung clothes for the target market. Process of making the product exploring the vintage coquette style with applique embroidery on Malay kurung clothes goes through several stages, including 1) identifying the market, 2) mind-mapping the design, 3) creating the design, 4) creating patterns, 5) production process, and product branding. Final project, a collection of clothing consisting of 6 sets of Malay kurung clothing has been produced. The collection incorporates soft colorued crinkle and brocade materials and ribbon details on each clothing that gives a simple impression but looks elegant and feminine due to the application of the vintage coquette style with embossed thread decoration and thread and ribbon in the application of applique embroidery. Product branding is done through social media Instagram, TikTok and YouTube under the account of @by palupi.

**Keywords:** *Malay kurung clothes, vintage coquettish style, applique embroidery*

## INTRODUCTION

Clothing has an important role in human history. In addition to shelter and food, clothing is a basic need. Although historically, clothing was only used to protect oneself by using animal fur, animal skin, leaves, and grass tied together. However, over time to protect the body, people began to use pieces of cloth sewn with thread known as clothing, or also called clothes, with various models and styles (Mardiani, 2018). Many Malay people in Indonesia, Brunei Darussalam, Malaysia, Singapore, and southern Thailand wear clothes kurung. This is because clothes kurung is one of the traditional clothes of the people in several countries. Women are often attached to clothes kurung. According to historical records from China, it is explained that Malay people, both men and women in the 13th century, only wore lower body coverings. Then in its development, Malay women wore sarongs with a berkemban model, which means wrapping the sarong around their chest (Nurdin et al., 2020). Initially, women in the kingdom usually wore clothes kurung for Malay grand ceremonies, equipped with songket cloth for sarongs, various gold jewelry, and small bags or fans. Because most Malay people are Muslim, many women wear clothes kurung and match it with a hijab, but some do not. Now clothes kurung is very popular among the general public when worn by children who go to study the Koran or mothers who go to the market, without being equipped with knick-knacks that make it look luxurious. The world of fashion today continues to progress, which results in Various trend fashion. This progress is inseparable from advances in technology and media, so that various fashions and clothing styles continue to develop. Recently, the style vintage and style flirtatious has appeared to be trend mode which is stronger. "Vintage" is a term used to describe a style mode classy from the 1900s to the 1980s. Vintage is a fashion adapted from the 20s to the 60s with a fashion style that female and dominated by colrs oft. Polka dot, striped, floral and plain patterns are usually inseparable from clothing vintage. Uses such as round collars and large ribbons, skirts A-line below the knee, shorts above the waist, and blouse sleeveless is item which is quite popular among women (Rohmatun, 2017).

While in French the word "flirtatious" has the meaning of flirtatious or seductive. In the context of Gen Z fashion, flirtatious is a style that shows that someone is flirtatious, fun, and flirty. They usually wear small elements, ribbons, and pastel colours. Since the emergence of platform like TikTok and Pinterest, style flirtatious has become more popular in recent years. Trend has developed in many countries, including Indonesia. The use of this style flirtatious which is typical of western culture is different from Indonesia. In Indonesia, this style is widely adapted to suit prevailing norms (Isnanto, 2024). Developing the vintage coquette style, known for its feminine feel and artistic details, is essential to revive and enrich the cultural heritage with a modern touch that appeals to the younger generation. This style can give a new dimension to the kurung melayu fashion, making it more relevant in the context fashion modern. Combine elements vintage, writers can create works that reflect a strong cultural identity as well as aesthetics. This helps maintain tradition while meeting the growing market demand for uniqueness and innovation in choice fashion them. Embossed thread is a type of thread used in embroidery to create a three-dimensional effect on fabric. The technique involves combining multiple strands of thread, usually up to three strands, to create a denser, more textured embroidery. The result is a motif

that appears to be embossed, giving depth and visual beauty to the textile product. The word "embroidery" comes from the English word "embroidery" (im-broide), which means embroidery (Yuliarma, 2018).

Embroidery is an important part of the Malay kurung clothing that the author created because it can enhance the aesthetics and make the clothing unique. Embroidery not only functions as decoration, but also shows the creativity and skills of the craftsmen and the rich Malay cultural identity. Kurung clothing can be made more attractive and elegant by using various embroidery techniques so that it is suitable for various events, both formal and informal. Embroidery can also provide a unique touch and character to clothing, making it more special for the wearer. The addition of embroidery to clothing can attract the attention of the younger generation who are looking for uniqueness and beauty in fashion, while maintaining tradition and cultural heritage.

## 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 20 to 40 years. This target also includes women with secondary to higher education levels with middle to upper income levels.

## CASE

Market targeting for Malay kurung fashion products is focused on adult women aged 20 to 40 years who are interested in *fashion* and cultural values. Age category group was chosen because they are in a crucial phase of building their identity and exploring their personal style, and have better purchasing power. They seek flexible clothing that is suitable for various occasions, both formal and casual, and value aesthetics and uniqueness. Design that combines elements vintage coquette with embroidery techniques and embossed thread decorations are expected to meet their needs. In addition, the target market also pays attention to psychographic factors, such as environmental awareness and support for local products, so innovative designs that combine traditional methods will be more attractive to them. The application of the theme concept to Malay fashion products carries the theme of Muslim fashion (modest fashion) which emphasizes modesty and elegance, while still maintaining visual appeal. This concept was inspired by train 2024/2025 themed "Resilient", with subthemes Heritage and Fusion. Sub themes heritage emphasizes the preservation and appreciation of cultural heritage through distinctive design elements, such as embroidery techniques and embossed thread embellishments, which honor tradition while providing a modern touch.

Sub theme fusion focuses on combining elements from various cultures and styles. Style vintage coquette applied in the kurung fashion design is a real example of the combination of traditional and modern elements. By creating harmony between classic and contemporary styles, this design becomes relevant for the younger generation, integrating aesthetics vintage feminine and innovative decorative techniques. This product not only explores the beauty of traditional clothing, but also shows how tradition can be adapted and combined with modern style in the context of trend fashion which is developing.



Figure 1. Mind Mapping

Making mood board for kurung fashion products with style vintage coquette started by gathering visual inspiration that included images of Malay kurung fashion, styles flirtatious, pastel color palettes, and ornate details such as embroidery and embossed thread. Elements these elements can be taken from various sources, such as magazines fashion, platform social media, and artwork. For image sources on mood board this fashion product is taken from Pinterest.



Figure 2. Mind Mapping

Design Creation co provide an initial overview of the ideas that have been created, fashion sketch designs are made based on mood boards and serve as a basic framework that will be used to create fashion products. Illustration designs will contain details about the colours and motifs that will be used when making clothes, so that you can find out the colour of the material that should be used, the colouring method used, and details such as accessories added to the clothes.



Figure 3. Sketch Design



Figure 4. Illustration Design

Pattern making to get how big or small the clothes to be made are before the pattern is made and traced on the fabric to be used, it is necessary to take body measurements. Making kurung malay fashion vintage coquette this uses standard size S with the following size information: Body circumference: 92 cm, Waist circumference: 74 cm, Neck circumference: 30 cm, Chest length: 32 cm, Chest width: 36 cm, Back length: 38 cm, Side length: 20 cm, Shoulder width: 12 cm, Sleeve length: 50 cm, Armhole circumference: 47 cm, Wrist circumference 19.5 cm Arm circumference: 24 cm, Hip height: 18 cm, Hip circumference: 96 cm, Skirt length: 90 cm.



The next stage after taking measurements is making a clothing pattern. Process includes making a basic pattern to breaking it down according to the design made, which amounts to 6 clothes. This process is carried out using a system construction pattern.



Figure 5. Basic Pattern Fashion



Figure 6. Pattern Look 1



Figure 7. Pattern Look 2



Figure 8. Pattern Look 3



Figure 9. Pattern Look 4



Figure 10. Pattern Look 5



Figure 11. Pattern Look 6

## DISCUSSION AND RESULTS

### 1. Discussion

Fashion production process, first a material design is made. This is done with the aim of knowing and estimating the amount of material that will be used to make the design of the kurung melayu fashion collection vintage coquette. The design of the material is made using a small pattern on a scale of 1:4. After that, the fabric is cut according to the main fabric and lining are sewn according to the design using the fabric that has been cut and marked with sewing using carbon paper and a rader. Production technology is defined as the technology used to produce a product where this production technology has the aim of facilitating production activities from the beginning to the end of the production of goods or services.

The production process of Malay kurung fashion vintage coquette uses sewing machine technology portable with the function of sewing and making buttonholes. In addition to using a sewing machine in the process making this Malay kurung dress requires other sewing tools such as a seam ripper, measuring tape, pins, rader, sewing machine foot, iron, etc. Finishing process is carried out, including sewing the seam, serip, and hem on the bottom of the dress. Malay kurung dress vintage coquett this is sewn with open seam, overlock seam, and closed overlock seam. At the bottom of the garment, a hem is used to finish. Finally, ironing or pressing can be done before cutting the fabric, while sewing, and after sewing for neater and firmer stitches.



Figure 12. Sewing process



The application of decoration on clothing has a function as a sweetener, beautifying, beautifying and adding to the appeal to consumers. In every collection of Malay kurung clothing vintage coquette contains the application of decoration in the form of ribbons made from the main materials, namely crinkle fabric and brocade as an implementation of the style flirtatious as well as ribbon embroidery, thread and embossed thread as an implementation of applique embroidery decoration.



Figure 13. Decorate process

## 2. Results

### a. Create the designs for a collection exploring vintage coquette style with applique embroidery on Malay kurung clothes

Process of creating and making clothes, a collection was produced consisting of 6 sets of Malay kurung clothes vintage coquette, each set consists of a baju kurung top and a skirt bottom, each outfit is made using plain crinkle material in baby blue and white and white brocade material. Not only that, each outfit is also equipped with ribbon strap details which are an application of the style vintage coquettish and decorations thread and ribbon embroidery which is an application of applique embroidery.



Figure 14. Real Product 1



Figure 15. Real Product 2



Figure 16. Real Product 3



Figure 17. Real Product 4



Figure 18. Real Product 5



Figure 19. Real Product 6

**b. Production process for the exploration of the vintage coquette style with applique embroidery on Malay kurung clothes**

Design concept for the vintage coquette Malay kurung dress carries a modest theme fashion which emphasizes modesty and elegance while remaining visually appealing. This design combines special elements of baju kurung, such as embroidery techniques and raised thread decoration, with aesthetics vintage the feminine, referring to trend forecasting 2024/2025 in category heritage and fusion. This collection is made in size standard S with soft colours and decorated with embroidery and embossed threads, attractive for young generation looking for style stylish and polite. Process of making this collection involves several stages, starting from taking measurements, making patterns, cutting materials, to sewing and finishing. There are six dresses that use various types of fabrics, such as crinkle and brocade, with ribbon and thread embroidery decorations.

**c. Branding process for the exploration of the vintage coquette style with applique embroidery on Malay kurung clothes for the target market.**

Branding on kurung malay fashion collection products vintage coquette with applique embroidery and embossed thread this is branding regularly online and offline. For branding offline done by word of mouth in the local area residence and the circle of friends of the author, so that the community and people around know the products produced. Meanwhile, for branding online done through social media such as Instagram, Youtube, Tiktok, and others. Existence of social media, it becomes a means to promote products that have been produced so that people who cannot be reached directly can still see the results of the author's work. Process requires precision and patience, as well as taking photos and videos for product branding after the dress is finished. Although there are obstacles in making final result is expected to reflect the beauty and uniqueness of the desired design. Activity branding on the product is done through several stages, the first of which is determining brand name, create a logo brand, determining packaging that supports environmentally friendly concepts, and determining media branding. Branding products produced are in the form of published works uploaded to social media such as Instagram, TikTok, And YouTube in the form of videos and photos of products that have been processed editing. The determination of the selling price of 1 piece of clothing is determined by the price of the basic materials for making the clothing and also the level of difficulty in the process of making the clothing. Activities branding This aims to attract the attention of the public, especially adult women aged 20 to 40 years who are interested in fashion and cultural values.

## **CONCLUSION**

Based on the concept of planning and implementing the production of the creation of a work entitled exploration of style vintage coquette with application embroidery on malay kurung fashion in order to meet the implementation of the final project came to the conclusion:

1. Creating fashion designs, the author carries out several stages in making the design, including: determining the theme, making mood board, and create designs from sketches to final designs. The theme creation stage begins with reviewing the concept, understanding train which refers to the source of the idea. The creation stage mood board done by collecting images and other objects from the source of ideas, which are used to illustrate a design concept. From the collection of images and objects originating from the source of ideas, they are realized in the creation of a design and then design development is carried out.
2. Product manufacturing process goes through the stages of taking measurements, then making a basic pattern with a construction system breaking down the pattern according to the six designs, making a material design to estimate how much material is used and the selling price. The next stage after making the pattern is then placing the pattern pieces on the

material, giving seam allowances, cutting the material according to the pattern that has been given seam allowances, transferring the pattern markings, then the sewing process, giving decorations and finishing. The sewing process uses sewing machine technology portable along with other sewing tools.

3. Activities branding product that is done by specifying the namebrand, logo brand, location, market analysis, product packaging, and choosing branding media in the form of Instagram, TikTok and YouTube. Product branding activity aims to introduce the product to consumers.

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