

MAKING PARTY CLOTHES *READY TO WEAR* WITH NATURAL DYES USING A VARIETY OF WEAVING TECHNIQUES AND SEQUIN DECORATIONS

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ABSTRACT

The aim of writing this journal is to: (1) Create party dress designs ready to wear with the source of the shibori motif idea, (2) The process of making party clothes ready to wear with woven motifs to add uniqueness to the clothing, (3) Explain branding Shibori motif women's party dresses to attract public interest. This final project is the creation of a women's party wear collection ready to wear with natural dyes, the design creation goes through several stages, namely: (1) Market segmentation, (2) Determining the theme, (3) Creating a source of ideas, (4) Making moodboard., (5) Design creation., (6) Illustration design creation. This fashion production process goes through three stages, namely: (1) Pattern making., (2) Production technology., (3) Application of decoration. Activities branding is done in two stages, namely forming DNA Brand and media branding. This final project resulted in six fashion designs. The fabric dyeing process uses environmentally friendly materials made from plants *Indigofera Tinctoria* to create more variety in party attire, three outfits were created with shibori and woven motifs, and three outfits with shibori and non-woven motifs branding using social media Instagram and Youtube with the username @ssabiru.id

Keywords: women's clothing, ready to wear, *Indigofera Tinctoria*, fashion brand, shibori

INTRODUCTION

Fashion is one of the essential elements of life that continues to evolve over time. Humans are becoming increasingly skilled at making clothing along with advances in science and technology. Clothing is not only used to protect the body, but is also made to enhance the beauty of those who wear it, and can function to cover up a person's shortcomings. (Suryatmi 2021) Rapid developments in production technology have produced textiles with various properties and types. This is related to efforts to meet community needs, one of which is by decorating textiles with various colors and shapes, to eliminate boredom caused by the plainness of fabric. Textile decorative motifs are developing very rapidly, there are various products in textile crafts in the form of floral, fauna, and

geometric decorative motifs. Textile decorative motifs are defined as a type of basic decoration that is usually arranged repeatedly according to a certain pattern applied to the fabric. (Suryatmi 2021).

One type of textile dyeing that has been around for a long time and has been recreated with various new techniques, such as the tie-dye or shibori technique which is now trend Shibori, or tie-dye, is a method of dyeing fabric by tying it in a specific way before dyeing. The Shibori technique has other names in various parts of Indonesia, such as Palembang (pelangi or crinde), Java (tritik or jumputan), and Banjarmasin (sasirangan). Shibori is a way to create interesting works of art on fabric using color-blocking techniques and combining tying, pinning, sewing, and batik Shibotik comes

from the last syllable fragment Batik the last syllable. (Suryatmi 2021) In creating this work, the motif theme that will be applied is basting (*Ori-nui shibori*), bind (*Kumo shibori*), fold (*Itajime shibori*), and PVC pipe media or rope (*Arashi shibori*).

Shibori is a fusion of two techniques originating from two cultures: Japanese and Indonesian. This heritage is a tremendous force if we can integrate it into Indonesian textile art for the advancement of the fashion industry fashion In Indonesia, textile designers and fashion designers must find new ways to experiment with textile materials. One solution to building a modern Indonesian fashion industry is the expertise of fabric producers to use various modern techniques. (Suryatmi 2021) Party dresses made from high-quality fabrics can create a luxurious and elegant impression. Examples of such materials include silk, taffeta, satin silk, brocade, chiffon, organza, and tile. (Paramita 2022) However, the choice of color and material must also match the wearer's skin tone. Selecting the right model, material, and color for the event is crucial. Choosing the right color is intended to boost self-confidence, conceal body imperfections, and adapt to the setting and attire. Party dresses for morning or afternoon are usually bright to soothe the eyes. Meanwhile, evening or night dresses tend to be brighter or darker. (Pebriani 2021).

The raw materials in this exploration use natural dyes from tom leaves (*Indigofera Tinctoria*), because synthetic dyes or chemical dyes are not environmentally friendly, although most industries consider synthetic dyes easier, more cost-effective, faster, and more readily available in the market. In fact, there are side effects in using these colors, for craftsmen it can cause skin cancer if their skin is exposed to chemical dyes. In addition to being dangerous for humans, naphtol and indigisol dyes can cause the death of organisms in water. (Lestari and Riyanto 2016) according to its harmful effects on the environment, waste from the tom leaf dyeing process can be used as organic fertilizer. Waste from natural dye extraction is organic waste. This extraction waste can be used as biogas because it contains *N*, *CH₄*, *NH₃*, *CO₂*, *O₂* (Budiastuti et al. 2020). However, organic fertilizer is used to reduce chemical fertilizers, because the continuous use of

chemical fertilizers causes a decrease in soil fertility and environmental pollution in the soil is increasing. This party dress is made using materials with natural fibers, such as rayon cotton. Because natural fibers make it easier for the color to absorb perfectly into the fabric. The darkness of the color is influenced by the dyeing technique and also the fixative used. (Arifah and Damayanti 2022) This party dress can be worn in the morning or afternoon because it has bright colors. The material chosen for this party dress has a smooth and soft texture, as well as the use of striking colors. Weaving is the activity of arranging materials overlapping each other to form beautiful and attractive objects, such as mats, wall hangings, kitchen utensils and so on. (Suwasana 2022) Weaving is divided into several types including woven cloth, woven rattan, woven bamboo. The exploration of making this party dress uses woven cloth with two types of materials: IMA cotton and primissima cotton. The choice of weaving technique, a combination of white and light brown in this weaving aims to highlight the unique impression of the dress, because the color clash technique is still not widely applied.

According to Hestiworo (2013:40), decorative design is a graphic design used as decoration on clothing or other objects that function as decoration. According to Afif Ghurub Bestari (2011:11), decorative design is used in clothing to add beauty to the structure or silhouette design such as lace, collars, buttons, and piping. The decoration on this party dress uses pearl sequins, sand sequins, and leaf-patterned sequins. It can be interpreted as an effort to differentiate our products from those of our competitors, thereby providing a competitive advantage in the market. (Imawati, Solihah, and Shihab 2016). Based on the three definitions above, it can be concluded that branding is a process that involves marketing, research, and ongoing conversations to create a product that has its own unique character in the minds of consumers and differentiates the product from competitors' products in order to provide a competitive advantage in the market.

CREATION METHOD

Market Segmentation

To determine the market for this product, the author used demographic market segmentation,

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grouping consumers according to age, gender, income, position, education, and other factors. Based on the demographic segmentation analysis, it can be concluded that the party wear product ready to wear This target career women aged 28-40 years who like ethnic and unique clothing styles and come from the middle and upper middle social classes with an income of 7 million per month.

Theme Determination

In making this work, the title was given "Sa Biru" or "with the color blue" which has the concept of party clothe ready to wear inspired by natural dyes from plants Indigofera Tinctoria this work is a campaign to address the global environmental issue of water pollution, which is currently posing a serious threat to the Earth's ecosystem. The author added shibori and various woven motifs to this party dress.

Creating Idea Sources

Various countries have their own ways of creating patterns on fabric, including Indonesia. This party dress uses the Japanese shibori motif. This technique uses color barriers to create patterns on fabric. In shibori, the color barriers can be created with various tools such as rubber bands, nylon thread, clothespins, and so on. The elements used to create shibori patterns include: ori-nui shibori, kumo shibori, it ajime shibori, dan arashi shibori with a natural, simple, and fashionable clothing concept. It is hoped that branding in this party dress, it is done in two stages, namely forming DNA brand and determine media branding. Stages of forming DNA brand done by determining the name brand, logo brand, packaging brand and marketing methods brand which is done in a manner online and offline. This innovation, which combines shibori motifs with weaving, will attract the attention of the younger generation.

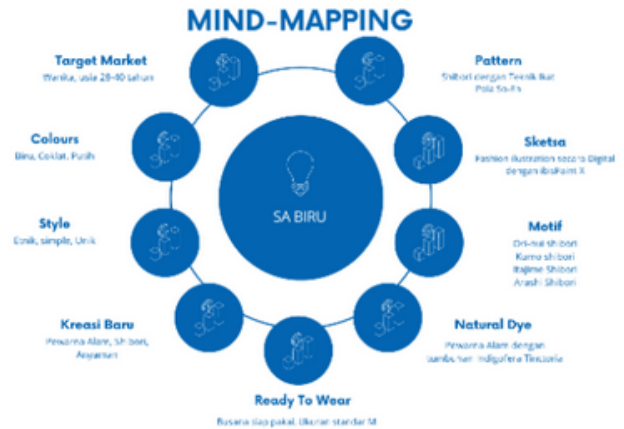


Figure 1. Mind-mapping concept

Making Moodboard

Moodboard is a collection of images, colors, and types of objects that can represent an idea for clothing. Sometimes designs are created solely based on a person's thoughts and imagination without considering the various dimensions required. Various components of the design moodboard on party clothes ready to wear such as the title of the work, source of ideas, fashion silhouettes, color palettes, fashion decorations and material samples.



Figure 2. Moodboard

Design Creation

1. Shibori Motif

a. Sewing (*Ori-nui shibori*)

Make a straight line and sew it straight about 2-3 cm, then the stitches are sewn and tied using raffia rope so the ties are tight, for the other parts will be colored full blue, while the one then crush it until it forms a shape like a ball, then tie it with rubber, the bond must be tight to avoid failure, when the bond is not tight As a result, the color leaks or spreads.

b. Binding (*Kumo shibori*)

Make a straight line then sew jstretch about 2-3 cm, then stitch shaved and tied using raffia rope so that the bond is tight, tidy up the cloth then tie with raffia in a circle.

c. Folding (*Itajime shibori*)

The first step is to fold the cloth back and forth with a size of approximately 4 cm, triangle pattern image with the pattern that has been made, the cloth is sewn according to the pattern, the cloth it has been stitched then shaved then forme motif diamond

d. Media: PVC pipe or rope (*Arashi shibori*)

First step, the fabric is rolled up roll with PVC pipe or rope until the desired pattern the cloth is pulled, the ends of the rope are tied together then tied tightly.



Image 3. Shibori motif

2. Woven Motif

Prepare tools and materials, materials The main method of making weaves is using 2 jtypes of fabric, namely IMA cotton fabric and cotton fabric primisima, IMA cotton (brown) functions as feed or fiber that expands to direction of the fabric, while primisima cotton

(color pwhite) functions as warp or fiber extending towards the fabric, the main materialcovered with vislin cloth so that it doesn't fray when cut and stays straight when woven. In the weaving process, each strand of weave is taken and inserted according to the pattern made previously.

Repeat this process until all the strands are woven. Weaving is done alternately in each pile, or in the opposite direction when reaching each row. To ensure the weave remains tight, insert the strands of weave and tighten them again one by one. Repeat the weaving process until the desired length is reached.



Figure 4. Woven motif

3. Sequin Decoration

Making a party dress collection ready to wear this uses 3 types of sequins, namely sequins pearls, Japanese sand sequins and patterned sequins leaves. Adding sequins to the fashion collection this ready to wear aims to make clothes pThe resulting esta looks more luxurious.



Figure 5. Sequin decoration

Illustration Design Creation

The clothes in this collection are designed to follow the clothing style in the sub-theme. Nature 2021/2022 and Singularity 2019/2020 deep e-book trend forecasting. First "Nature" can be freely interpreted as everything that exists in nature, such as flora, fauna and natural phenomena. Both "Singularity" related to changing times. This theme focuses on the current situation, highlighting various changes in technology, perspectives, and future predictions. The Sa Biru illustration design was created using digital media with the application ibis Paint X.

Fashion Production Process

1. Image Presentation

Image presentation techniques that used to create this party dress design, namely the sketch design technique (*design sketching*), where the clothing designs are arranged into one evening party dress design, production sketch (*production sketching*), by combining working drawings of clothing and clothing decoration, presentation of drawings (*presentation drawing*), the compiler explains the parts of the evening party dress that is designed by drawing the dress from the image presented in this presentation.

2. Pattern Making

The first step in making a pattern is to measure the body when making party clothes *ready to wear*. This uses a standard size M. Next, the basic pattern is created, the pattern is broken down according to the design, the pattern is placed on the fabric, and the garment is sewn. The pattern creation for this collection uses the So-En construction pattern-making technique. Here's how the pattern is placed on the fabric:



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

3. Production Technology

In making a party dress collection *ready to wear* in this article, the author uses a combination of convection and Adi Busana techniques. The convection technique uses an open seam allowance and then finished with overlocking, while the Adi Busana technique uses a hidden seam allowance or

inner seam allowance. The fabrics that can be used for the shibori process are fabrics with natural fibers, such as cotton and rayon. Silk, calico, and other fabrics. In this process, the fabricators use rayon cotton. The purpose of using natural fabrics is to ensure the dye is fully absorbed into the fabric during the dyeing process.

4. Application of Decoration

Decorations used for a purpose to embellish and enhance clothing, thus increasing its resale value. In addition to using various weaves, the author adds embellishments using sequins to enhance its luxurious appearance. In the process of making party dresses *ready to wear* uses pearl sequins, Japanese sand sequins and leaf sequins.

Planning Branding

1. DNA Brand

Branding Brand identity is a collection of symbols that visually represent a brand, usually in the form of a logo, symbol, or other characteristic. Brand identity is intended to enable consumers to identify, interact with, and differentiate the brand. A brand will be unique if it can convey the identity of a product, place, person, or company. A brand must be unique and different to make an impression on the public. This party wear collection is named "Sa Biru," bderived from Japanese kanji rust (*said*), which means "rust", and blue, which is an auxiliary verb that indicates a change in circumstances. This logo also is a form concept a campaign to address global environmental issues, including water pollution, which is currently posing a serious threat to the Earth's ecosystem. The color blue represents trust and responsibility.

2. Media Branding

Marketing of fashion collection products party ready to wear This uses media that are generally used to promote goods and services, namely using 2 marketing methods, the first is by means of online through the platform Instagram and Youtube Secondly, offline This can be done by introducing the products they create by meeting consumers directly in one location. The author can also market the party wear products they create by distributing

product information individually or by having consumers introduce them directly to their partners.

RESULTS AND DISCUSSION

Results

1. Fashion Design

The author makes a party dress design plan ready to wear with the the menature and singularity. Her nature applied to the use of plants Indigofera Tinctoriaas a natural dye, while singularity which means changing times, applied to crop cultivation planning Indigofera to reduce waste and can be used as organic fertilizer or animal feed. The design results from the creation of a party dress collection ready to wear based on the source of the idea is as follows:

2. Fashion Work Results

The collection's creation from start to finish has resulted in six fashion products. The theme



Figure 12. Fashion design results



Figure 13. Product results look 1

and style of the clothing were inspired by trend forecasting “Nature 2021/2020” and “Singularity 2019/2020”. This party outfit consists of a shirt, skirt, dress, vest, obi belt, tank top and outer, in blue, white and brown. The following is a display of the finished results of the 6 outfits, shown in the image below:



Figure 14. Product results look 2



Figure 15. Product results look 3



Figure 16. Product results look 4



Figure 17. Product results look 5



Figure 18. Product results look 6

3. Branding

Activities branding party wear collection products ready to wear this article, the author gave the title "Sa Biru" with the use of plants *Indigofera Tinctoria* as a natural dye. Activities branding This product is made with media branding offline and media branding online. Branding online done through Instagram and Youtube with the username @ssabiru.id. Media Branding on the Instagram platform, this is done by including photos full down to the details of each fashion collection made as attractive as possible, for the account Youtube the author makes video teaser made as attractive as possible, making video teaser It was created with a time of 60 seconds, aimed at attracting the audience until the launch of the fashion collection. Finally, by determining the price of the clothes, the price set for the activity was determined branding This collection is priced at Rp. 400,000 - Rp. 1,000,000 per set. Pricing is determined by the level of difficulty in dyeing the fabric and embellishments branding this aims to attract the attention of the wider community, especially young people who do not understand what natural fabric dyeing is and the benefits behind its use.

Discussion

1. Fashion Design

The creation of this party dress inspired by 2 themes trend forecasting. First "Nature2021/2020", can be freely interpreted as everything that exists in nature, such as flora, fauna, and natural phenomena. This source of ideas inspired the author to create party dresses with natural dyes, namely the use of tom plants (*Indigofera Tinctoria*). Second, "Singularity 2019/2020" relates to changing times and depicts conditions that indicate various technological shifts, accompanying attitudes, and future outlooks. This source of ideas inspired the author to create party dresses with natural dyes, aiming to inspire future generations about the dangers of textile waste. Party dress design ready to wear This uses natural colors such as blue, brown, and white. To give this party dress a distinctive character, the author uses a variation of weaving with a mix of brown and white. This party dress consists of a shirt and a skirt., dress, vest, obi belt, tank-top and outer.

2. Fashion Production

The production process for this party dress

Start by taking measurements using the standard size model M. After taking the measurements, make a clothing pattern that fits the size. The author makes a clothing body pattern using the pattern method with a scale of 1:4. The basic pattern is then broken down according to the design, then the pattern is placed on the material, cutting the material, marking the seams on the garment, sewing the garment, fitting, finishing, and the embellishment of the dress. The colors used in this party dress are natural tones like blue, brown, and white. To make the dress look more unique, the decoration chosen is woven.

3. Branding

Media branding products using photos and video teaser for party wear *ready to wear* this case, the author made several preparations before carrying out the activity, such as looking for a model, doing fitting on the model before the photo shoot is carried out and determine the location of the activity.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The process of creating party dresses *ready to wear* this goes through 6 stages, namely: 1) Market segmentation, 2) Determining the theme, 3) Creating a source of ideas, 4) Creating moodboard, 5) Design creation, 6) Illustration design creation, Second, the process of making this party dress begins by taking measurements using the standard size model M.

After taking the measurements, make a clothing pattern that fits the size. Next, place the pattern on the material, cut the material, mark the seams on the clothing, and sew the clothing *fitting, finishing*, and the installation of fashion decorations. To create this party wear collection, the author used a combination of convection and Adi Busana techniques, namely using open seam allowances then overlocked, and the hidden seam technique. Third, the activity branding is done in two stages, namely forming DNA brand and determine media branding. Stages of forming DNA brand done by determining

the namebrand, logo brand, packaging brand and marketing methods brand which is done in a manner online and offline.

Suggestion

The suggestions that can be given to make the creation of ready to wear party dresses even better are as follows:

1. In creating party dress designs, First, look for references from books or other relevant sources. Second, know how to find relevant ideas. Third, the characterization of these ideas must be studied first to ensure a smooth and unimpeded development process.
 2. The material chosen for party wear must be adapted to the design of the clothing being made, so that the material used fits the characteristics of the source of the idea.
 3. In the process of determining the size for the pattern using the size all size or fit to M.
 4. Activities branding should be done with focus and consistency to achieve the peak of success in a brand.
 5. When creating the shibori motif, the author uses the ikat technique.
- Suggestions from the author

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