

Implementation of Weaving Technique on Men's Ready To Wear Fashion Products

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ABSTRACT

Weaving craft is a form of creativity in creating various kinds of products. Weaving techniques not only use natural materials such as rattan, bamboo, and pandan leaves but can also use non-natural materials, one of which is a textile fabric that can be applied to men's ready-to-wear fashion products. Given the high market demand for male fashion products that require a new touch to be more dynamic and keep up with the times. Therefore, there is potential in the weaving technique that can be applied to clothing, especially to preserve the weaving technique and offer a fresh look for men's fashion products to the market. Given that the weaving technique is also a basic technique used in making a piece of cloth but the process of making the cloth is assisted by a tool called a non-machine loom or ATBM and *gedog* manually. Therefore, the focus of this research is to find out the opportunities for applying the woven technique to men's ready-to-wear fashion products and preserving the woven technique as a handicraft. This research was conducted using qualitative methods and analyzed through literature study and indirect observation. This research created a design concept and exploration of the woven techniques using fabric materials applied to men's ready-to-wear fashion products that have cultural, functional, aesthetic, and marketable values.

Keywords: Weaving, Fashion Product, Ready-To-Wear

INTRODUCTION

In this era, fashion is no longer a necessity but a lifestyle so it can encourage the growth of the fashion industry even more rapidly. In fashion, there are categories of products offered based on the occasion and time of use such as Muslim clothing, resort wear, sportswear, office wear, and so on. Each of these fashion

categories is further divided into several classifications such as clothing that is specialized according to gender, age, region, occupation, income, lifestyle, and so on. For this reason, fashion plays a very important role in everyday life. Through fashion or clothing, a person's character and social status can be reflected in the clothes worn. Fashion can also be said to be a medium of communication for someone to present themselves to the public. Therefore, it is very clear that fashion and clothing are forms of nonverbal communication because they do not use spoken or written words (Malcom Barnard, 2006: 39).

Many Indonesian designers make or produce ready-to-wear or pret-a-porter clothing, both children's, men's, and women's clothing with their own designer identity. This also affects the selection of materials to be used such as cotton, linen, satin, and denim. So that later it will be applied with various techniques, colors, and styles. Therefore, many Indonesian designers combine materials with various types of handmade techniques such as weaving, knitting, and sequins as applications that can be applied to clothing. These applications can be placed on certain parts according to the clothing design to make it look more attractive and have aesthetic value. Even handmade techniques give more value to the product and automatically increase the price of the product because the process takes quite a long time and is full of high accuracy and the results will not be the same as others, especially in weaving techniques whose workmanship requires high accuracy to get good results and quality. Usually, the materials used for weaving are rattan, bamboo, pandan leaves, and others, but the application in clothing can use materials from textiles or fabrics. Weaving craft is a traditional craft that has long grown in Indonesia. The development of weaving crafts initially had a simple form as a work of art. Weaving is a form of culture included in artifacts. Artifacts are a form of physical culture in the form of the results of activities, actions, and works of all humans in society in the form of objects or things that can be touched, seen, and documented. Based on the above background, the author is inspired to implement the plaiting technique in men's ready-to-wear fashion products with cultural, functional, aesthetic, and marketable values. A strong relationship between cultural, functional, aesthetic, and market values often occurs in terms of products, works of art, and consumer experiences, such as:

1. Cultural value is a concept that discusses big and general issues that are very important and valuable for people's lives. Cultural values are a reference for the behavior of most members of the community concerned, are in their minds, and are difficult to explain rationally. This cultural value is lasting and not easily changed or replaced by other cultural values (Abdul Latif, 2007: 35). Therefore, cultural values can influence human behavior related to the environment such as nature, the position of humans with nature, human relationships about desirable and undesirable things related to the environment and fellow humans. Therefore, this cultural value functions as knowledge and self-actualization. The function of knowledge means the search for the meaning out of the need to understand; the tendency towards a better unity of principles and beliefs to complete clarity and conception.
2. Functional is an aspect that refers to the performance or ability of a product to meet consumer needs or demands. The easiest value to see is functional value, which is the value obtained from the quality of products that provide functional uses to consumers. According to Saladin (2010), functional value is directly related to the functions provided by the product or service to consumers. If it has a functional advantage, then a brand can dominate the category.
3. Aesthetics relates to the beauty, taste, and visual composition of a product or work of art. An attractive aesthetic can create an emotional appeal for consumers. A strong correlation between cultural values and aesthetics occurs when the aesthetics of the product or artwork are in line with the aesthetic preferences of the culture.
4. Selling Value refers to the price or profit provided by a product or artwork. When a product or work of art has a strong relationship with cultural, functional, and aesthetic values, it tends to have a higher selling value if the consumers see significant value in the product and feel satisfaction in owning it.

METHODS

This research uses qualitative methods. According to Sugiono (2010: 8), qualitative methods are often called naturalistic methods because the research is carried out in natural conditions in natural settings. Initially, this method was more widely used for research in the field of culture and the results of the research are more concerned with the interpretation of data discovered in the field. Therefore, qualitative data collection methods consist of:

1. Literature study on weaving techniques and men's ready-to-wear fashion products. This study was conducted through books on weaving, scientific journals, internet media, print media, and others.

2. Indirect field observations were carried out by searching for references on the internet such as on Instagram and Pinterest which aims to observe the potential and development of weaving technique patterns that can be applied to ready-to-wear fashion products and what the current menswear trend is like.

RESULTS AND DISCUSSION

Based on the results of indirect observations through social media and websites, it can be seen that the development of ready-to-wear fashion products is very rapid, especially for adult men and women. Thus, there are many types, or models with various applications or techniques applied as elements of clothing decoration, such as embroidery, printing, and others, so as to provide a new look and style. The appearance of ready-to-wear fashion products can be said to look more formal or casual with types of styles such as casual sporty style, edgy style, street style, classic elegant, ethnic, and so on. There are 6 basic styles in fashion design, which are sporty casual with the keywords comfortable and simple, feminine romantic which has soft and girly keywords, classic elegant with graceful and classy keywords, sexy alluring which has seductive keywords, exotic dramatic with unique, ethnic, and original keywords and the

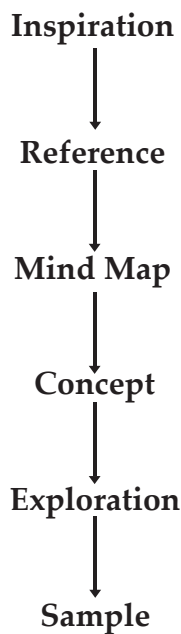


Chart 1. Scheme

(Source: Ananta, 2023)

last is arty off-beat which has an artistic, unique and interesting character.

Therefore, the author was inspired to implement the plaiting technique in men's ready-to-wear fashion items. So that in the process of making the work, the design stages are needed to be carried out, namely:

In Chart 1 there are stages carried out in the creation of products starting from finding inspiration with direct and indirect observation methods by looking at ongoing trends on social media and in the market. Next, look for references to menswear products and woven patterns starting by searching from books and websites. This is done to make it easy to create a design concept in accordance with the main idea. After that, enters the stage of making a concept in the form of a mood board and storytelling which is a collection of images and stories from a concept carried out in which there are other steps such as finding materials, making designs, and looking for complementary elements. Next, enter the stage of creating an exploration that uses selected materials and tries to make several different weaving patterns until finding the right pattern and potential to be applied to menswear products carried out in the process of making samples in accordance with the design, material, size, weaving pattern and other details.

Design Concept

This concept was inspired by a calm atmosphere from the sound of flowing water and the sound of the wind blows that made the author imagine a calm and clean atmosphere. The inspiration was obtained using the five senses as a base and can be processed into concept development and become a fashion collection. So that from this inspiration, the author also thought to be able to produce a collection with traditional elements application, aesthetic value, and selling value.

The cultural elements contained in the concept of this creative work are the weaving techniques and *opnaisel* or tuck techniques. The weaving technique itself is one of the oldest traditional art products in Indonesia, even in the world. Based on function, most Indonesian people, especially in West Java, make

woven products to support their needs, for example as tools that can make them easier to do their daily activities like cooking or storing food in *boboko*, *bese* and *nyiru* without thinking about aesthetic value, but prioritizing functional value.

The aesthetic value can be seen in the color, exploration, and style applied in a design or work of art. Aesthetics is a science that studies everything related to beauty, studies all aspects called beauty, Sachari (as cited in AA Djelanti, *Aesthetics An Introduction*, 1999). Therefore, producing innovative fashion products that uphold the value of craftsmanship in the manufacturing process is an effort to respond to the latest fashion trends that see fashion products not only from their aesthetics and function but the manufacturing process, hand skills, and the stories that accompany them as indicators to determine the economic value of the product (Ramadhan Sigit M, 2022). The design of this collection intends to display beauty, especially from the weaving technique and style that has character and thus it was designed in such a way as to become a collection of modern men's ready-to-wear fashion products that have selling value. However, there are aspects that must be considered in designing a collection such as aspects of comfort. Basically, products, especially clothes, must have a sense of comfort when they are worn and that can be done when choosing materials, patterns, and sewing techniques used so that the products can be used in various activities, either indoor or outdoor, with tropical weather. Therefore, as a creative actor, the designer must be more selective in the selection of materials, colors, models, and design forms.

The design and model applied must also have ergonomic value because this clothing is intended for men, so the design or model of clothing should not be excessive in terms of design but must be neat, clean, comfortable to use, modern, and not have too many ornaments that suit the characters of the wearers who are active. Another important thing is the sales media so that consumers can easily get products and also a reasonable selling price that will attract the attention of consumers with the selection of quality materials, the craftsmanship/weaving techniques applied, the use of local content, and models or designs with the concept of ready-to-wear with a modern style.



Figure 1. Moodboard
 (Source: Ananta, 2022)

From the explanation above, the author creates a mood board or a collection of images that are composited as a reference to determine the idea of fashion design to be made. This is realized in the form of a collection of images that function as a stimulant to provide an overview of the overall concept of the work and become an inspiration for product design (Perangin Angin, 2022).

This mood board is entitled *Pure Bliss*, which means pure happiness from a sincere heart, everything that is done from the heart happily will produce good work. Just like the process of decorating fabrics with handmade techniques (embroidery, beading, and so on) requires a good mood and high patience so that the results will be optimum having aesthetic and natural values. This concept consists of shirts, pants, and outer items that have clean cuts with tailoring techniques and are modern by using the main materials of cotton, drill, and linen fabrics. Thus, this casual sporty style concept can give an elegant impression in terms of materials, stitching techniques, and handmade techniques used.

The main visuals seen in this *Pure Bliss* mood board are colors that give a clean impression such as gray, light blue, white, and the incorporation of bold color elements such as maroon, navy blue, and dark brown. The color gives a natural, dynamic, and modern impression so that it can be applied to several items of men's ready-to-wear fashion products. The silhouettes applied in this collection are I and A-line silhouettes by applying oversize patterns on several products such as outer and jacket. This is done to give a sturdy and modern look. The details in this collection are white lists on some parts of the shoulders and outlines located at the waist to give a masculine and bold impression. The composition of each element contained in the mood board is arranged in such a way that it implies the principles of design, where balance and unity become points of interest in every process of making art and design, for example in the placement of woven exploration and exploration of tuck.

This collection is a concept development from the *Pure Bliss* mood board. A collection consists of 6 look designs in which each design has unity and balance to the concept created. For that, every element contained in the concept or mood board must be applied to each design with a good composition. This collection consists of 3 (three) items, namely a shirt/t-shirt, pants, and an



Figure 2. Design Collection

(Source: Ananta, 2022)

outer. While for the outer, there are three models such as outer with semi-blazer cut, jacket, and hoody. The variation in this collection is a form of consumer freedom to be able to choose items in accordance with their wishes and style in dressing.




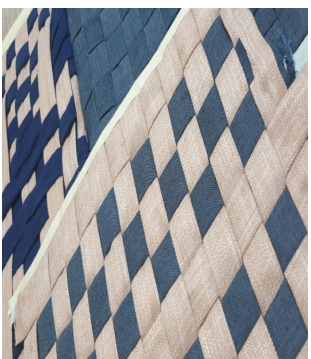
Exploration

The processing of linen and twill materials in this study uses 2 types of exploration techniques. The first is the single plaiting technique which is a technique in which bamboo is woven one by one (singly) by weaving step by step and inserting bamboo crosswise. The second is the tuck technique (straight fabric folds that are overlapped with varying widths starting from 0.5 cm onwards). Exploration in these two techniques is quite time-consuming to do compared to sewing patterned pieces of fabric, as it requires expertise, and measured accuracy in making this exploration.

From the exploration of the two techniques, the author went through several explorations to be applied to this fashion design. Therefore, the results obtained are in accordance with the concept that has been designed.

Tabel 1. Webbing and Tuck Exploration

(Source: Ananta, 2022)

No	Figure	Explanation
1.		<p>This exploration of weaving techniques uses linen fabric that has been sewn into 2 parts with a seam line on the back of the fabric with a size of 2 cm x 1 meter, then arranged using a single weaving technique to resemble a woven bamboo booth. The result of the weaving using linen material looks less neat due to the surface of the linen fabric which is easily tangled, making it difficult to organize.</p>
2.		<p>This exploration of weaving techniques uses twill fabric with the same fabric size as in exploration 1. The technique used is also the same, namely the single weaving technique, but the results obtained are very different. Woven with twill fabric, the results are much tidier and easier to organize because when being pressed, the twill fabric will be rigid in place and give a neat and clean impression.</p>
3.		<p>In the next exploration, the same thing is done, except that this exploration uses a type of linen look fabric that has a slightly limp nature and is a little difficult to organize, so that the end result has slightly uneven waves. Yet, to maintain the shape of this webbing to stay in place, a white list of taffeta fabric is given as an accent on the exploration, and thus it is not monotonous.</p>
4.		<p>In this exploration, the material combines cotton jeans and linen look, but the part of the fabric used is the good part (no seam in the middle). As a result, this exploration looks neater and produces motifs from the color of the fabric used.</p>

Final Product



Figure 3. Design 1

(Source: Ananta, 2022)



Figure 4. Photo Work 1

(Source: Ananta, 2022)



Figure 5. Design 2

(Source: Ananta, 2022)



Figure 6. Photo Work 2

(Source: Ananta, 2022)

Based on the products produced from this research with the title Pure Bliss, it can be seen that the application of webbing techniques for men's ready-to-wear fashion products that adopt a sporty casual style can be applied. In the design and photo of work 1, the webbing technique is applied to the back of the outer which extends to the waist. In the front of the outer, there

is an application of a widened collar using white material on the outer tongue and there are also two pockets with *gamblok* model equipped with button details so that the outer on the front is not too empty and ordinary. Furthermore, the shirt product uses a basic collar cut with a width of 2 cm with long sleeves and a shirt length of 90 cm which resembles a tunic, the material used in this shirt product is baby twill material so that it gives the impression of being light and neat. Moreover, the casual sporty style is increasingly visible when the clothes are coupled with the use of white sneakers and gives the appearance of look 1 that seems oversized, comfortable, and modern.

For design 2 and photo work 2 which consists of 3 items such as the outer with kimono model using jute linen material that has woven details on the right front flap so as to give the impression of piling up and the addition of straps at the end of the sleeve for sweetening accents when worn. The long-sleeved shirt uses rayon material and is added by a mandarin collar with additional tuck details on the front pocket. It gives the shirt a more dynamic and casual look, as well as the pants with a high waist pattern cut are given a tongue on the front of the pants giving a unique but still casual impression. In addition, there is also a pocket on the side of the pants. The pants material is a kind of semi twill which gives a relaxed impression and can be worn on any occasion. In this product, the application of the woven technique exploration is only found on the front flap of the outer which is the point of interest in this look 2. Pairing with white sneaker shoes, it gives a sporty impression as a whole. The casual style is a refinement of the sporty style that is neater and more trendy but still comfortable.

CLOSING

It can be concluded that the potential of woven techniques can be applied and utilized in men's ready-to-wear fashion products that adopt a casual sporty style. The impression displayed has cultural, aesthetic, and functional values as well as potential selling values. The implementation of the plaiting technique in men's ready-to-wear fashion products can be designed in such a way as to provide a new style or look in dressing, then the clothes can still be used for daily activities with the concept of ready-to-

wear. The market for men's ready-to-wear fashion products is still too safe and ordinary, considering that men are not confident if they use products that are too flashy and trendy, yet, on the other hand, men are still obliged to maintain their appearance based on character, needs and follow ongoing trends (Gunawan Indra, 2022). The design of this product cannot be separated from preserving culture, especially weaving techniques that have existed since long ago. Therefore, cultural preservation can be done in various ways by looking at the potential that exists today. In conclusion, this woven technique is possible to be applied in fashion products, especially men's products, and offers new alternatives that can be applied to menswear.

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