

## ABSTRAK

### PERANCANGAN KOLEKSI *WOMENSWEAR* DAN *PRODUK LIFESTYLE* *SPRING/SUMMER 2018* DARI INSPIRASI POLA GORESAN PASIR *KARESANSUI*

Oleh:  
**VIVIANY**  
**NRP : 8132006**

Penggambaran alam yang dikelilingi oleh lautan luas tertuang dalam seni taman tradisional Jepang dari aliran *Buddhisme Zen*, yaitu *Karesansui*. Interpretasi dinamika laut ke dalam goresan garis-garis geometris yang membentuk pola pada hamparan pasir merupakan salah satu ritual mempersatukan diri dengan alam. Setiap pola goresan pasir *Karesansui* memiliki nilai estetika dan filosofi yang dapat dikembangkan sebagai inspirasi, dengan tujuan menghasilkan koleksi *womenswear* dan produk *lifestyle Spring/Summer 2018* “*ANKŌ*”. Peleburan pola goresan pasir *Karesansui* dengan *trend forecasting Spring/Summer 2018* “*Transcendent*”-“*Organic*” menggunakan teori kesenian, “*Utsushi*” (“*The Aesthetic of Imitation*”) akan menghasilkan konsep desain yang bersifat “*Outstanding with Subtlety*”. Perancangan konsep didukung dengan wawancara dan eksperimen berbagai teknik *textile manipulation* antara lain *quilting*, *decorative stitching*, *variation of embroidery*, *patch*, *weave* dan *laser cutting* yang mengilustrasikan garis-garis geometris yang menyusun pola goresan pasir *Karesansui*. Teknik-teknik tersebut akan diaplikasikan untuk “menghidupkan” berbagai desain busana antara lain 10 desain *city wear*, 10 desain *casual wear*, 10 desain *cocktail dress*, 10 desain *evening gown* dan 15 desain produk *lifestyle* berupa tas, sepatu dan aksesoris; sebagai bagian dari koleksi “*ANKŌ*”. Proses realisasi 5 desain busana *city wear* serta 6 desain produk *lifestyle* akan didampingi dengan manajemen produk yang berisi *marketing mix*, perancangan label *fashion* “*ÈCLAIRÈ*”, spesifikasi produksi hingga perhitungan biaya produksi. Desain terpilih yang telah melalui proses realisasi untuk ditampilkan dalam puncak pagelaran, *Graduation Fashion Show* “*RECALL*”.

Kata Kunci : *Spring/summer 2018, Transcendent, Organic, Karesansui*

## ABSTRACT

### DESIGNING WOMENSWEAR AND LIFESTYLE PRODUCT SPRING/SUMMER 2018 COLLECTION INSPIRED BY PATTERNS OF THE RAKED SAND FROM KARESANSUI

By :

VIVIANY

NRP : 8132006

The depiction of nature that surrounded by the vast oceans embodied in Japanese traditional art of gardening from Zen Buddhism sect, which is *Karesansui*. The interpretation of sea dynamics into raked geometric lines that forming a pattern on the sand is a part of a ritual to unite themselves with nature. Each pattern of raked sand has an aesthetic and philosophical value that can be developed as an inspiration with purpose to create womenswear and lifestyle products Spring / Summer 2018 collection. The merge of *Karesansui* raked sand pattern with Spring/Summer 2018 "Transcendent"- "Organic" trend, using an art theory, "*Utsushi*" ("The Aesthetic of Imitation") that will produce a design concept that featuring "*Outstanding with Subtlety*". The making of the concept are supported by interviews and the experiment a lot of textile manipulation techniques which are quilting, decorative stitching, variation of embroidery, patch, weave dan laser cutting to illustrate geometrical lines that composing the pattern of *Karesansui*'s raked sand. All of those techniques are applied to "arouse" the 10 designs of city wear, 10 designs of casual wear, 10 designs of cocktail dress, 10 designs of evening gown and 15 designs of lifestyle products such as bag, shoes and accessories; as a part of "ANKŌ" collection. The realization process of 5 designs of city wear and 6 designs of lifestyle products, will be accompanied by product management that contain marketing mix, designing a fashion label "ÉCLAIRÉ", production specification until production cost. The chosen designs that already through the realization process will be performed at the high celebration, The Graduation Fashion Show "RECALL".

Keywords : *Spring/summer 2018, Transcendent, Organic, Karesansui*