

ABSTRACT

DESIGNING WOMEN'S WEAR USING ANCIENT CHINESE ELEMENTS WITH PRINTING TECHNIQUE IN RESORT WEAR STYLE.

According to population data in 2010, the largest number of peranakan Chinese were Javanese, followed by Sundanese and Batak. Even so, this very diverse ethnic Chinese ornament was not inherited properly by their descendants. The use of Cheongsam clothing is rarely found at Chinese New Year celebrations. Cheongsam clothing is considered old-fashioned, so many millennials are no longer interested in wearing it. From the results of data mining, we found a solution to change people's mindset about old-fashioned Cheongsam clothing and lack of daily wear, by using a resort style which is known for being wearable for everyday use. The application of Chinese floral motifs taken from the history of Ancient China, where the culture was the inventor of herbal tea for the first time. That's why the flower that was appointed as the motif is an ingredient of the flower tea maker in China. In addition, due to the history of herbal tea being discovered in Southern China, later additions to the design elements of map lines and geometry in the product. The concept raised uses a resort style. Brand Helle applies wearables by using lightweight materials in each of its products such as satin, chiffon, roberto cavali, maxmara. In this study, the method used is a qualitative research method by conducting observations, interviews with experts and extreme users. As well as data taken based on literature studies, journals and articles. The design method uses five stages of design thinking. With the design results of the innovation concept, the cheongsam can be worn for daily wear and preserve and introduce Chinese culture in Indonesia, because of the various interesting Chinese elements that need to be preserved from generation to generation by the next generation.

Keywords: Cheongsam, Chinese Culture, Chinese Floral Motif, Ancient Chinese, Resort Wear.