

ABSTRACT

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DEVELOPMENT OF SUSTAINABLE FASHION PRODUCTS WITH ECOPRINT TECHNIQUES AT CV GALLERY 37 SOUTH TANGERANG

The textile industry has an important role in the problem of environmental pollution which has a major impact on the world, because it contains dye waste which is harmful to the environment if not properly processed. Coupled with the development of today's fashion trends, the world of textile industry must follow various types of clothing that are far from simple. In some cases, many people release the used dye waste into the receiving water stream without passing the treatment process first. Therefore, there are various methods applied in an effort to reduce waste from the textile industry sector. One of them is ecoprint or textile dyes made from natural materials. The application of this technique is also expected to increase the value and creativity of textile products in Indonesia.

This report presents a review of another alternative, namely using ecoprint as a natural dye on fabric media that can be used as an environmentally friendly fashion product. This review gathers information about the process and stages that CV Galeri 37 went through during the making of the ecoprint technique so as to produce valuable products that can be sold.

Keywords: *Ecoprint, sustainable fashion, natural dye, textile dye waste*