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The Quality of "Aurevya" Ready-to-Wear Clothing as Sustainable Fashion Through Wastra and Denim Upcycling

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Abstract
This study is motivated by the growing need for fashion innovation that emphasises not only aesthetic value but also sustainability principles and the preservation of Indonesian traditional textiles (wastra). The purpose of this research is to develop and evaluate the quality of the ready-to-wear fashion product "Aurevya," made from tenun bulu fabric and upcycled denim, as an implementation of the concept Wastra Reimagined: Tradition in Motion. A quantitative descriptive method was employed, with data collected through a structured product quality assessment. The evaluation involved 25 panellists, comprising five fashion experts and 20 trained panellists from the Fashion Education program. The assessed aspects included design, aesthetics, sewing techniques and finishing, garment performance, and uniqueness. The results indicate that the Aurevya garment achieved an average feasibility score of 97%, indicating it is highly feasible. The uniqueness aspect obtained the highest score at 98%, demonstrating the successful integration of traditional textiles and upcycled materials within a contemporary design approach. These findings suggest that applying sustainable fashion principles through upcycling techniques and waste exploration can produce high-quality, functional, ready-to-wear garments with a strong design identity.

Keywords: sustainable fashion, contemporary textiles, upcycle, ready to wear, quality clothing

INTRODUCTION

The fashion industry is one of the sectors that has developed rapidly over time, and with advances in technology. This sector plays an important role in driving global economic growth, but it also contributes significantly to environmental pollution. Over the past 15 years, the phenomenon of fast fashion has emerged, accelerating the massive production cycle of clothing, promoting overconsumption, and increasing dependence on large amounts of natural resources[1]. This condition exacerbates the accumulation of textile waste, especially from synthetic materials that are difficult to decompose and that can threaten modern society due to the continuous increases in production and consumption[2].

Based on data from the Copenhagen Fashion Summit in 2021, approximately 25 million tons of clothing are produced annually, with 87% ending up in landfills[3]. One of the most widely used types of clothing globally is denim, or jeans, a material with high resource intensity because it requires large

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amounts of water and chemicals during production[4]. Therefore, denim is one of the materials that contributes significantly to the environmental impact of the fashion industry[5].

Facing these problems, the concept of *sustainable fashion* has developed as an approach to minimise the negative impact of the fashion industry on the environment and society throughout the product life cycle, from production, use, to disposal[6]. In this context, sustainable fashion is no longer viewed merely as a trend but as an inevitable direction for the future development of the fashion industry[7]. One relevant approach is the concept of *circular fashion*, which emphasises efforts to extend product life cycles through reuse, redistribution, second-hand retail, repair, and product-as-a-service models[8].

Efforts to implement circular fashion in practice can be carried out through thrift activities and the reprocessing of used clothing using upcycling techniques[9]. The utilisation of used clothing through upcycling techniques has proven capable of reducing textile waste while adding new value in terms of aesthetics and the functionality of fashion products[10]. Denim or jeans are one type of textile waste with great potential for upcycling due to their strong, durable material characteristics[11]. Research by Kencana et al. (2025) shows that the application of upcycling to denim not only contributes to reducing textile waste but also enhances the aesthetic and functional value of clothing[12].

In addition to utilising recycled materials, a sustainable fashion approach can also be realised through the use of Indonesian wastra. The integration of traditional fabrics in modern clothing is considered capable of supporting cultural preservation while strengthening local identity in contemporary fashion[13]. One wastra with potential for development is tenun bulu, a traditional fabric characteristic of Troso, Jepara, with distinctive visual features and high aesthetic value[14].

Various previous studies have examined the utilisation of wastra and alternative materials in the development of sustainable clothing. Research on the "Asih Asuh" collection shows that integrating traditional fabrics with garment waste can produce clothing that is both aesthetic and functional[15]. Other research on the theme "Keingesan Kembang Pesisir" explores the combination of Sasak ikat

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weaving with denim and synthetic leather as a design innovation grounded in local wisdom[16]. The results of this research show that the use of woven fabric in ready-to-wear clothing not only supports cultural preservation but also aligns with modern market needs[17].

To date, research specifically analysing the quality of ready-to-wear clothing combining Indonesian wastra and upcycled denim remains limited. Most previous research has not systematically examined product quality as an indicator of sustainability in fashion development. Therefore, this research aims to fill this gap by analysing the quality of "Aurevya" ready-to-wear clothing as a sustainable fashion product utilising tenun bulu wastra and upcycled denim. This research is expected to contribute to the scientific development of sustainable fashion studies, particularly through the integration of traditional fabrics and upcycling techniques into ready-to-wear clothing.

METHOD

This study uses a quantitative descriptive approach to assess the quality of Aurevya ready-to-wear clothing. The quantitative descriptive approach aims to objectively describe the research object using numerical data that is statistically analysed and subsequently interpreted descriptively[18]. This approach was chosen because it is suitable for evaluating the quality of clothing products through expert and trained panellist assessments.

The object of this research is the quality of "Aurevya" ready-to-wear clothing that combines tenun bulu material and denim from upcycled jeans. The research subjects include four expert validators tasked with assessing instrument validity, five fashion experts, and 20 trained panellists who assess clothing quality using validated instruments. The selection of panellists was based on competence and experience in the fashion field to ensure that assessment results are objective and representative.

The research instrument used was a clothing quality assessment sheet prepared based on five main indicators: design, aesthetics, sewing techniques and finishing, garment performance, and uniqueness. Each indicator was assessed using a Likert scale of 1-5 to facilitate the quantification of data from both experts and trained panellists.

Before data collection, the research instrument was tested for validity and reliability. Validity testing was conducted to ensure that each instrument item could represent the measured construct, while reliability testing aimed to determine the consistency and stability of the instrument in providing measurement results[19]. Instrument validation was conducted by four expert validators: Anik Supriyati, S.Pd., Rina Purwanti, S.Pd., M.Si., Godham Eko Saputro, S.Sn., M.Ds., and A. Imartini, S.Pd. The instrument's validity was analysed using Aiken's V formula to assess expert agreement on the clarity, relevance, and feasibility of each assessment item. The criteria used for instrument validity in this study were adapted from Aiken's categories, as presented in the table below.

$$\mathbf{V} = \frac{\sum \boldsymbol{s}}{\boldsymbol{n}(\boldsymbol{c}-\mathbf{1})}$$

Where :

V	:	Index of rater agreement on item validity
S	:	Score obtained based on r - lo
r	:	Category score chosen by rater

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lo : Lowest score in assessment category
n : Number of raters
c : Number of assessment categories

Table 1. Instrument Validity Criteria

Range	Criteria
0.00 – 0.19	Very low validity degree
0.02 – 0.39	Low validity degree
0.40 – 0.59	Moderate validity degree
0.60 – 0.79	High validity degree
0.80 – 1.00	Very high validity degree

Source : Putri, 2023

The validity test results for the Aurevya ready-to-wear clothing quality assessment instrument, using Aiken's V formula, show that most indicators obtained V values ≥ 0.80, indicating very high validity. Meanwhile, one indicator, namely the readability and clarity of the instrument language, obtained a V value of 0.75, indicating a high validity category. Overall, the results show that all instrument items meet the feasibility criteria and can be used as valid data-collection tools. With this, the instrument is considered capable of accurately measuring clothing quality based on five established aspects: design, aesthetics, sewing techniques and finishing, garment performance, and uniqueness. The results of validity testing using Aiken's for each assessment indicator are shown in the table below.

Table 2. Instrument Validity Test Results

Aspects being evaluated	V	description
Conformity of indicators with competence	1.00	Very high validity degree
Adequacy of number of assessment indicators	1.00	Very high validity degree
Clarity of formula for each indicator	1.00	Very high validity degree
Appropriateness of assessment scale	1.00	Very high validity degree
Readability and clarity of instrument language	0.75	High validity degree
Conformity of instrument with clothing characteristics	0.83	Very high validity degree

The reliability test results for the Aurevya ready-to-wear clothing quality assessment instrument indicate a Cronbach's Alpha of 0.755, which falls within the reliable range. This value indicates that each point in the instrument has a good level of internal consistency. Additionally, the Intraclass Correlation Coefficient (ICC) test using the two-way mixed effect consistency model yielded an ICC of 0.755 for average measures, with a significance level of 0.015 ($p < 0.05$). It can be concluded that there is strong agreement and consistency among assessors (validators) regarding the measured aspects. Based on this, the instrument is deemed highly reliable and can be used effectively as a measurement tool to objectively and consistently assess Aurevya clothing quality. The results of the reliability test using Cronbach's Alpha and ICC are shown in the table below.

Table 3. Reliability Test Results
Intraclass Correlation Coefficient

	Intraclass Correlation b	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.435[a]	.034	.863	4.077	5	15	.015
Average Measures	.755[c]	.123	.962	4.077	5	15	.015

After the assessment instrument was declared valid and reliable, an analysis was conducted on the quality of Aurevya's ready-to-wear clothing as sustainable fashion. Clothing quality assessment was conducted directly by 5 expert fashion panellists with competence in clothing design and construction, and 20 trained panellists who are students of the Fashion Education Study Program. All panellists assessed the product using validated instruments based on five clothing quality indicators:

design, aesthetics, sewing techniques and finishing, garment performance, and uniqueness. The data analysis technique used in this study is descriptive statistics, as described[20], to process research results, using a percentage score calculation formula to determine the feasibility level of each assessment aspect. Clothing quality assessment criteria based on feasibility percentage are shown in the table below.

$$DP = \frac{\bar{n}}{N} \times 100\%$$

Where :
DP : Descriptive Percentage
n : Sum of score on a item
N : Sum of maximum score on an item
100% : Fixed number

Table 4. Quality Criteria Based on Percentage

Percentage	Category
81% - 100%	Highly Feasible
61% - 80%	Feasible
41% - 60%	Moderately Feasible
21% - 60%	Not Feasible
0% - 20%	Highly Not Feasible

The percentage calculation results are then categorised into five feasibility levels, ranging from "highly feasible" to "highly not feasible," to provide a clearer picture of Aurevya's quality based on panellist values.

RESULTS AND DISCUSSION

This research developed Ready-to-wear clothing with the theme "Wastra Reimagined: Tradition in Motion", named Aurevya. The design concept explores Indonesian wastra through a contemporary approach, applying upcycling techniques and environmentally friendly materials. This clothing collection is titled "Sindu Tarang," inspired by ocean waves as a representation of the balance between strength and gentleness. The realisation process of Aurevya clothing went through stages of visual design, design development, and finished clothing realisation.

Aurevya clothing embodies the character of modern women who are strong, graceful, and energetic, combining traditional values with innovation. The name Aurevya comes from the Sanskrit word aura, meaning energy and light, and the suffix -vya, representing classic elegance. This philosophy became the basis for design development that highlights the harmony between local materials, such as tenun bulu, and denim from upcycled jeans.

The initial design stage was realised through the preparation of a moodboard as a visual reference in determining design direction, theme, colour, texture, and clothing character. The Aurevya moodboard presents a visual exploration of ocean waves, represented through a combination of tenun bulu material, plain weaving, and upcycled denim, with the application of symmetrical and asymmetrical shapes. The colour palette used is dominated by navy blue and denim blue. Supporting elements such as chains, ropes, and eyelets are used to strengthen the *exotic, dramatic* impression, in line with the clothing style being promoted. The chosen silhouettes are the A and X silhouettes, both with distinctive, firm shoulders

[20] Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, 2023.

Figure 1. Aurevya Clothing Moodboard

Design development was based on the results of visual exploration from the moodboard. Aurevya clothing was designed with elegant, strong, and expressive characteristics. Aurevya clothing itself consists of 4 items: shirt, outer, skirt, and obi. Each item has its own visual character and function, focusing on the application of upcycle techniques and tenun bulu to demonstrate contemporary sustainable fashion.

1. The shirt is made from poplin cotton fabric for lightness and comfort, with pleat details and silver buttons on the centre front, a shirt collar, and long sleeves with cuffs and buttons to enhance the modern impression.
2. The outer uses tenun bulu, combined with upcycled denim pieces, on the collar and shoulder sections. This combination of two different materials not only creates textural contrast but also represents the fusion of tradition and innovation.
3. The obi is the main element that applies the upcycle principle. The obi is made by utilising used jeans, then reprocessed into an asymmetrical shape. The obi features eyelet details, metal chains, and silver buttons as artistic accents. This process exemplifies the application of the *upcycle* technique in the "changing clothing model" category [21].
4. The skirt is made from navy plain weave with a symmetrical, wavy shape to represent ocean waves.

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Figure 2. Aurevya Clothing Design

Clothing colour selection was adjusted to the moodboard to create visual unity. The clothing production process uses *tailoring* techniques, with added lining on the inside, to achieve a neat final finish. The combination of tenun bulu material and upcycled denim produces a firm yet comfortable clothing appearance. The firm shoulder shape is combined with symmetrical curved lines to display a balance between strong and feminine impressions. Accessories such as chains, earrings, rings, necklaces, hair accessories, and boots enhance the overall appearance.

Aurevya clothing falls into the ready-to-wear category with semi-formal to smart casual style. This clothing is designed for use on various occasions, such as fashion exhibitions, casual professional events, cultural and creative festivals, and street-style fashion showcases. This clothing product was displayed at the PKK Cluster Showcase 2025 event as part of the fashion student work exhibition, which explores wastra through sustainable upcycling techniques with a contemporary approach.

Figure 3. Aurevya Clothing Appearance When Worn

As part of the research results, the quality of Aurevya ready-to-wear clothing was assessed based on five main aspects: design, aesthetics, sewing techniques and final finishing, garment performance or overall appearance, and uniqueness. The assessment process involved five expert panellists in the fashion field: Sudarna Suwarsa, Ina Priyono, Purwosiwi Pandansari, S.Pd., M.Pd., Widya Andhika Aji, S.Psi., S.I.Kom., and Novita Dwi Parastuti, as well as twenty trained panellists who are students of Semarang State University. Assessment was conducted using validated instruments to obtain quantitative data on the quality of Aurevya clothing across each assessment aspect. The assessment results are presented as feasibility percentages in the table.

Table 5. Aurevya Quality Table

Product quality indicators	Percentage	Category	Average
Design	97%	Highly Feasible	
Aesthetics	97%	Highly Feasible	
Sewing Techniques & Finishing	96%	Highly Feasible	97%
Garment Performance / Overall Appearance	96%	Highly Feasible	
Uniqueness	98%	Highly Feasible	

The quality assessment results for Aurevya ready-to-wear clothing show an average feasibility of 97%, with a highly feasible category. All assessment indicators, including design, aesthetics, sewing techniques and final finishing, garment performance, and uniqueness, obtained high and relatively even percentage values. The uniqueness indicator reached 98%, indicating visual character and design innovation through the combination of tenun bulu material and upcycled denim within a sustainable fashion framework. Meanwhile, design and aesthetics indicators each obtained a value of 97%, and sewing techniques, finishing, and garment performance indicators obtained a value of 96%, reflecting good construction quality and clothing appearance. Overall, these results show that Aurevya clothing meets the criteria for high-quality ready-to-wear clothing and is worthy of classification as a sustainable fashion product.

Table 6. Design Indicator Table

Score	Category	Frequency
81% - 100%	Highly Feasible	23
61% - 80%	Feasible	2
41% - 60%	Moderately Feasible	0
21% - 40%	Not Feasible	0
0% - 20%	Highly Not Feasible	0

The assessment results for the design aspect indicator of Aurevya clothing show an average of 97%, placing it in the highly feasible category. Of the total 25 assessors, 23 respondents (92%) gave highly feasible ratings and 2 respondents (8%) gave feasible ratings, with no lower ratings. The results show that Aurevya's design has good proportion, composition, and visual balance, and can represent the concept of ready-to-wear clothing with a modern character, grounded in sustainable fashion.

Table 7. Aesthetics Indicator Table

Score	Category	Frequency
81% - 100%	Highly Feasible	25
61% - 80%	Feasible	0
41% - 60%	Moderately Feasible	0
21% - 40%	Not Feasible	0
0% - 20%	Highly Not Feasible	0

The assessment results for the aesthetics aspect indicator of Aurevya clothing showed an average score of 97%, with all respondents rating in the highly feasible category. This shows that the clothing has harmonious and proportional visual appeal. This assessment is influenced by several main indicators: unity of elements, repetition of design elements, visual balance, combination of details, ornament colour, materials, and clothing shape that demonstrates harmony. Overall, the aesthetic aspect of Aurevya is considered to successfully reflect the harmony of beauty in sustainable clothing.

Table 8. Sewing Techniques and Finishing Indicator Table

Score	Category	Frequency
81% - 100%	Highly Feasible	25
61% - 80%	Feasible	0
41% - 60%	Moderately Feasible	0
21% - 40%	Not Feasible	0
0% - 20%	Highly Not Feasible	0

The research results on the sewing techniques and finishing aspect indicator of Aurevya clothing obtained an average of 96%, with all respondents placing it in the highly feasible category. These results show that the clothing construction process was carried out well, including sewing techniques, neat fabric edge finishing tailored to the material, and precise detail placement. This shows that Aurevya clothing has quality in neat, strong workmanship that pays attention to the aesthetics of the final result. Thus, these sewing techniques and finishing methods are among the factors that support the quality and sustainability of Aurevya's clothing as sustainable fashion.

Table 9. Garment Performance or Overall Appearance Indicator Table

Score	Category	Frequency
81% - 100%	Highly Feasible	24
61% - 80%	Feasible	1
41% - 60%	Moderately Feasible	0
21% - 40%	Not Feasible	0
0% - 20%	Highly Not Feasible	0

The research results on the garment performance or overall appearance aspect indicator of Aurevya clothing obtained an average of 96%, with most respondents placing it in the highly feasible category. The results show that the clothing has good shape proportions, a stable structure when worn, is easy to use, and displays harmony with the promoted theme. Assessment of this aspect demonstrates functionality and comfort when worn, in accordance with sustainable fashion principles that prioritise

balance between aesthetic value and utility.

Table 10. Uniqueness Indicator Table

Score	Category	Frequency
81% - 100%	Highly Feasible	25
61% - 80%	Feasible	0
41% - 60%	Moderately Feasible	0
21% - 40%	Not Feasible	0
0% - 20%	Highly Not Feasible	0

Based on the uniqueness indicator, Aurevya clothing received an average score of 98% and was categorised as highly feasible. This value indicates that the clothing has a prominent design character that differs from ordinary clothing products. Uniqueness is evident through material exploration, combining tenun bulu and upcycled denim, as well as the application of chain accents and eyelet details that create an experimental yet harmonious impression with the Wastra Reimagined: Tradition in Motion theme.

Table 11. Aurevya Quality Table from Fashion Experts

Product quality indicators	Percentage	Category	Average
Design	91%	Highly Feasible	
Aesthetics	96%	Highly Feasible	
Sewing Techniques & Finishing	98%	Highly Feasible	95%
Garment Performance / Overall Appearance	96%	Highly Feasible	
Uniqueness	96%	Highly Feasible	

Based on the assessment table from fashion experts, the assessment process was conducted in depth and with technical rigour, considering design conformity with the sustainable fashion concept, pattern construction accuracy, sewing techniques and finishing, and consistency with clothing design principles. Based on assessments from five fashion experts, an overall average score of 95% was obtained, with a highly feasible category. The design aspect received 91%, indicating that the idea and clothing design conform to the sustainability concept, while aesthetics, sewing techniques and finishing, garment performance, and uniqueness received scores of 96%-98%. This shows that, according to professional experts, Aurevya clothing meets high-quality standards and is feasible.

Table 12. Aurevya Quality Table from Trained Panellists

Product quality indicators	Percentage	Category	Average
Design	98%	Highly Feasible	
Aesthetics	97%	Highly Feasible	
Sewing Techniques & Finishing	96%	Highly Feasible	97%
Garment Performance / Overall Appearance	97%	Highly Feasible	
Uniqueness	98%	Highly Feasible	

The assessment conducted by 20 trained panellists on Aurevya clothing yielded very good results, with an average of 97%, placing it in the highly feasible category. Based on the 5 aspects used as assessment, the design and uniqueness aspects obtained the highest value of 98% indicating that Aurevya clothing is considered attractive and innovative, showing that both visually and technically, meanwhile, aesthetics and garment performance aspects obtained a value of 97%, and sewing techniques and *finishing* of 96%, the product has met standards with the application of sustainable fashion concepts that pay attention to function, beauty, and sustainability values in accordance with the theme.

Sustainable Design Approach and Contemporary Wastra in Aurevya Clothing

The development of the fashion industry today demands design innovation that is not only oriented toward aesthetic value but also toward environmental sustainability. The sustainable fashion approach becomes relevant because it considers economic, social, and ecological impacts

comprehensively[22]. This principle aligns with the 3R concept (Reduce, Reuse, Recycle), which encourages reducing textile waste resulting from excessive clothing production and consumption[23]. In this context, thrifting and upcycling practices serve as alternative strategies to extend the life cycle of textile materials.

Thrifting is not merely a consumption trend, but a genuine effort to address the negative impact of the fast-fashion phenomenon[24]. Used clothing obtained through thrifting can be reprocessed using upcycling techniques, namely transforming used materials into new products with higher functional and aesthetic value without undergoing raw material recycling processes[25]. This approach enables the creation of more sustainable clothing products while having unique design characteristics.

The application of the upcycle concept in Aurevya clothing is realised through the utilisation of used jeans that are reprocessed into obi parts and combination elements on the collar and shoulders of the outer. This process falls into the upcycle category of changing clothing models, namely adjusting the shape and character of old materials into new designs. The use of denim from thrifting not only reduces potential textile waste but also strengthens the visual character of clothing through the distinctive texture and colour of denim, combined with tenun bulu as the main material.

The contemporary wastra approach in Aurevya clothing functions as a bridge between traditional values and modernity. According to contemporary wastra is the development of traditional fabrics through modern design approaches to remain relevant to today's generation's tastes without eliminating cultural values[26]. In this context, tenun bulu represents local cultural identity, while exploration of silhouettes, asymmetrical shapes, and combinations of upcycled denim materials reflect contemporary design approaches.

Overall, Aurevya clothing demonstrates a balance between culture, sustainability, and design innovation. The combination of tenun bulu and upcycled denim not only adds visual appeal but also embodies the creative and practical application of sustainable fashion principles. This approach affirms that sustainable clothing design can be developed without sacrificing aesthetic value or local cultural meaning, thereby positioning Aurevya as a contemporary wastra design model relevant to sustainable fashion.

Analysis of Aurevya Clothing Quality Based on Assessment Indicators

Product quality is the ability of a product to perform its intended function optimally, encompassing durability, reliability, ease of use, and visual appearance[27]. In the context of clothing, product quality is not assessed solely by visual beauty but also by construction accuracy, comfort when worn, and garment performance in maintaining shape and function during use. Therefore, quality assessment of "Aurevya" ready-to-wear clothing in this study was conducted using several main indicators: design, aesthetics, sewing techniques and finishing, garment performance, and uniqueness, which, together, represent product quality functionally, aesthetically, and conceptually.

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[26] Lira Angger Narwastu and Agus Dody Purnomo, "Padu Padan Wastra Indonesia Pada Kreativitas Gen Z," *CandraRupa : Journal of Art, Design, and Media* 2, no. 1 (2023): 45–49, https://doi.org/10.37802/candrarupa.v2i1.324.

[27] & Ni Nyoman Ari Novarani I Komang Indra adiyasa, I Ketut Setia Sapta, "Pengaruh Citra Merek, Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Pembelian Ulang Produk Kosmetik Di Kabupaten Tabanan," *Jurnal Emas* 6, no. 1 (2025): 154–69.

Design

The design aspect is a key indicator of clothing quality because it reflects the alignment between design ideas and product realisation. In sustainable fashion practice, design is not only viewed as an aesthetic element but also as a strategy to reduce waste through the use of environmentally friendly materials and creative methods, such as upcycling to extend clothing life cycles[28]. The concept of sustainable design emphasises the integration of aesthetic goals and ecological responsibility, where design elements such as material selection, shape composition, texture, and colour serve as key guidelines for successful contemporary clothing rooted in tradition[29]. The application of upcycling techniques and the selection of tenun bulu materials in *Aurevya* clothing demonstrates that design can serve as a mediator between aesthetic creativity and sustainability principles, not merely meeting visual needs but also maximising the utilisation of existing textile resources. Based on panellist assessments, the design indicator for *Aurevya* received an average score of 97%, with expert panellists at 91% and trained panellists at 98%. The majority of panellists assessed that its design elements are highly feasible and consistent with the moodboard and *Wastra Reimagined: Tradition in Motion* concept. These results are consistent with fashion upcycling research findings showing that integrating sustainable design principles can enhance aesthetic quality while adding product value[30]. Thus, Aurevya's clothing design not only successfully represents traditional and modern aesthetic ideas harmoniously but also strengthens sustainability values in contemporary fashion contexts.

Aesthetics

The aesthetic aspect of clothing relates to the visual quality resulting from the integration of design elements such as shape, colour, texture, and overall composition. Aesthetics is not only interpreted as visual beauty but also as harmony among elements that creates a complete and harmonious clothing appearance. This aligns with Riski's (2022) opinion, which states that aesthetic value in fashion products is reflected through visual impression, the harmony of shape and colour, and the integration of materials within a single design[31]

Based on assessment results, the aesthetic aspect of Aurevya's ready-to-wear clothing received an average score of 97**%** and was categorised as *highly feasible*, indicating that the clothing has very good visual harmony. The combination of tenun bulu and upcycled denim textures, along with navy blue and denim blue colours, creates a balanced, modern visual harmony. This aesthetic appearance also strengthens product quality perception, because good visual design plays an important role in shaping quality assessment and clothing attractiveness to users [32]. Thus, the aesthetic aspect of Aurevya clothing not only serves as a beauty element but also supports sustainable, high-quality, ready-to-wear clothing.

Sewing Techniques and Finishing

Sewing techniques and finishing are important indicators of clothing construction quality because they directly affect durability, neatness, and the final product's appearance. Sewing techniques include applying clothing production steps, including selecting stitch and seam types, stitch accuracy, work sequence, and final finishing processes such as pressing, cleaning thread remnants, ornament

[28] Ainur Rosidah and Dan Ratna Suhartini, "Desain Upcycle Pakaian Bekas Sebagai Fashion Berkelanjutan," *Jurnal Online Tata Busana* 10, no. 3 (2021): 183, https://ejournal.unesa.ac.id/index.php/jurnal-tata-busana/article/view/43509.

[29] Sri Listiani et al., "Analisis Prinsip Desain Sustainable Fashion Upcycle Pada Busana Kasual," *Productum: Jurnal Desain Produk (Pengetahuan Dan Perancangan Produk)* 7, no. 1 (2024): 11–20, https://doi.org/10.24821/productum.v7i1.10938.

[30] Annesha and Titisari, "Model Desain Praktik Upcycling Fashion Dalam Pemanfaatan Limbah Pakaian Bekas."

[31] Nadia Annisa Riski et al., "DIGITAL PRINTING Muslim . Dahulu Hijab Hanya Digunakan Sebagai Penutup Kepala Yang Seringkali Dianggap Kuno Mulya Selaku Vice President Elzatta Dalam Artikel Fashion Di Womantalk . Com (2019) Bahwa" 2, no. 1 (2022): 22–28.

[32] Revan Aprianto, Vivi Radiona Sofyani Putri, and Suryawati Suryawati, "Penilaian Estetika Busana Pesta Berbahan Denim Dengan Teknik Draping," *Practice of Fashion and Textile Education Journal* 3, no. 2 (2023): 87–98, https://doi.org/10.21009/pftej.v3i2.24823.

detail installation, and overall quality inspection[33]. Good sewing technique quality reflects precision and skill in realising design plans into functional and aesthetic clothing products.

Assessment results show that the sewing techniques and finishing aspects of Aurevya ready-to-wear clothing obtained an average of 96% and fall into the highly feasible category. Expert panellists gave an assessment of 98%, while trained panellists gave a value of 96%. This achievement shows that all assessment indicators, including sewing techniques, stitch neatness, stitching, finishing, and ornament details, have been well applied. Thus, the construction quality of Aurevya clothing is considered capable of supporting comfort, shape stability, and professional impressions, thereby enhancing overall clothing aesthetics.

Garment Performance

Garment performance is reflected in overall appearance quality, as observed through silhouette conformity, shape stability when worn, and ease of use. This aspect becomes an important indicator because it represents design success in being applied functionally without neglecting aesthetic value. Garment performance also relates to a garment's ability to maintain its shape, provide comfort when worn, and visually conform to the promoted theme and design character[34].

Aurevya clothing performance assessment results obtained an average of 96% and falls into the highly feasible category, with a value of 96% from expert panellists and 97% from trained panellists. This assessment includes indicators of conformity with the final design, shape stability, ease of use, conformity with the theme, and the contemporary impression displayed. This achievement shows that Aurevya clothing can maintain consistent design proportion and structure, provide comfort when worn, and successfully convey a contemporary character that aligns with the Wastra Reimagined: Tradition in Motion concept.

Uniqueness

The uniqueness aspect of Aurevya clothing was assessed based on clothing innovation, detail placement, interactive experience, concept meaning, and harmony of material exploration results. Design uniqueness is understood as distinctive visual and conceptual characteristics that differentiate works from similar products through integration of ideas, materials, and design details[35]. The application of upcycled denim, eyelet details on the obi, and exploration of tenun bulu form a strong design identity that is relevant to the *Wastra Reimagined: Tradition in Motion* concept. Assessment results show that the uniqueness aspect achieved an average of 98% in the *highly feasible* category, with 96% from expert panellists and 98% from trained panellists. This achievement confirms that Aurevya clothing has an innovative, harmonious, and conceptually meaningful character, so that the uniqueness it presents is not only visual but also supports aesthetic and sustainability values.

CONCLUSION

This research shows that "Aurevya" ready-to-wear clothing made from tenun bulu and upcycled jeans has high-quality feasibility, as assessed by expert and trained panellists across all established indicators: design, aesthetics, sewing techniques and finishing, garment performance, and uniqueness. These results show that the research objective to develop sustainable ready-to-wear clothing based on contemporary wastra has been optimally achieved.

The application of upcycling techniques to used denim materials and the integration of tenun bulu as a traditional wastra have proven capable of increasing aesthetic value, functionality, and clothing design identity without neglecting sustainability principles. These research findings have the potential to serve as references for developing sustainable ready-to-wear clothing design, particularly

[33] Izzatul Chumairoh and Sulistiami, "Hasil Jadi Praktik Pembuatan Busana Casual Dari Kain Katun Dan Satin Di UNIPA Surabaya," *JIMU: Jurnal Ilmiah Multidisipliner* 3, no. 4 (2025): 743–52, https://ojs.smkmerahputih.com/index.php/jimu/article/view/1152.

[34] Rizky Fathia, Della Khoirunisa, and Ragita Octavia, "Analisis Manajemen Mutu Pada Industri Garment: Narrative Literature Review," *Journal of Information Systems and Management* 02, no. 03 (2023): 57–64, https://jisma.org.

[35] Hapzi Ali Andrea Putra Mulyana, "Jurnal Kewirausahaan Dan Multi Talenta (JKMT)," *Pegaruh Faktor Lokasi, Keunikan Produk, Dan Pengetahuan Karyawan Terhadap Kekuatan Strategis Perusahaan Dalam Manajemen Strategis* 2,No.2, Ap, no. 2 (2024): 102–11.

in fashion education contexts and in creative industries grounded in local culture. Further research is recommended to develop wastra variations, upcycle techniques, and testing on comfort aspects and market acceptance to expand sustainable design implementation in the fashion industry.

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