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Feasibility Analysis of "HAELVARA" Clothing in the Neo Eco and Ethical Ready To Wear Concepts

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Abstract

This study aims to analyze the feasibility of Haelvara fashion developed with a Neo Eco and ethical ready-to-wear approach inspired by traditional bamboo woven houses. The study uses a descriptive method with a quantitative approach to obtain objective and systematic data regarding the feasibility level of the developed fashion products. The data collection technique was carried out using a feasibility assessment instrument that includes six indicators, namely design, size, aesthetics, sewing techniques, fashion performance, and special features according to the source of the idea. The instrument validity test was carried out using Aiken's V, while the reliability test used the Interclass Correlation Coefficient (ICC). The results showed that all instrument items were declared valid and had a very high level of reliability. In addition, the results of the Haelvara fashion feasibility evaluation obtained an average percentage of 88.71% with a very feasible category. These results indicate that the application of the Neo Eco and ethical ready-to-wear concepts is able to produce ready-to-wear fashion products that not only have aesthetic value, but also support aspects of sustainability and social responsibility in contemporary fashion design.

Keywords: Neo Eco, ethical ready to wear, sustainable fashion, fashion suitability, design evaluation

INTRODUCTION

The development of the fashion industry in recent years has shown a massive increase in production and consumption, especially through the fast fashion system which emphasizes the speed of trend cycles and production efficiency¹. This system has resulted in increased textile waste, exploitation of natural resources, and high carbon emissions resulting from the global production chain². The increase in textile waste is shown by significant contribution which explains that the fashion industry contributes significantly to environmental problems through excessive water consumption, large amounts of textile waste, and the dominance of synthetic materials that are difficult to decompose naturally³. This situation has then driven a new awareness within the industry and consumers to start considering sustainability aspects in fashion consumption activities, especially in the ready-to-wear category, which has long been the largest part of the clothing market⁴.

¹Niinimäki, Kirsi, Greg Peters, Helena Dahlbo, Patsy Perry, Timo Rissanen, and Alison Gwilt. 2020. "The Environmental Price of Fast Fashion." *Nature Reviews Earth & Environment* 1 (4): 189–200.

<https://doi.org/10.1038/s43017-020-0039-9>.

²Muhammad, Fadhel, and Imam Fadhil Nugraha. 2023. "Fast Fashion and Consumer Culture in Indonesia: A Review Through the Perspective of Green Theory." *Triwikrama: Journal of Social Sciences* 01 (11): 40–50.

³Bailey, Kerrice, Aman Basu, and Sapna Sharma. 2022. "The Environmental Impacts of Fast Fashion on Water Quality: A Systematic Review." *Water (Switzerland)* 14 (7). <https://doi.org/10.3390/w14071073>.

⁴Abbate, Stefano, Piera Centobelli, Roberto Cerchione, Simon Peter Nadeem, and Emanuela Riccio.

Sustainability aspects are beginning to be developed in various new approaches in the fashion industry in response to this growing awareness. One such approach is the Neo-Eco concept. The Neo-Eco concept in fashion is evolving as a design approach that emphasizes the integration of modern aesthetic innovation with sustainability principles, particularly through the exploration of materials, techniques, and construction that minimize environmental impact⁵. This approach focuses not only on the use of environmentally friendly materials, but also on production process efficiency, waste reduction, and the creation of new value through material-based design innovation. Similarly, the development of eco-innovation in the fashion industry demonstrates that the current generation of consumers increasingly demands products that are not only aesthetically pleasing but also have sustainable values integrated into their overall design and production process⁶.

These demands are not only limited to environmental aspects, but also extend to the ethical dimension of the fashion industry, particularly those related to production processes and labor conditions. This has led to the emergence of a more responsible approach to fashion production, particularly ready-to-wear. The concept of ethical ready to wear emerged as an approach that emphasizes social responsibility in ready to wear fashion production, including transparency in the production process, labor welfare, and fair and environmentally friendly production practices⁷. This approach broadens the meaning of sustainability not only to environmental aspects, but also to social and economic dimensions in the fashion industry⁸. Recent research shows that increasing consumer awareness of ethical and environmental issues is driving a shift in preference towards responsible fashion products, both in terms of materials and production processes⁹. Thus, Neo Eco and ethical ready-to-wear are two complementary concepts in creating fashion products that are not only innovative in design but also environmentally and socially responsible.

Both concepts offer a more sustainable approach, but the reality in the fashion industry today is still dominated by production systems that are oriented towards speed and cost efficiency, especially through the fast fashion model¹⁰. This production pattern encourages brands to continuously produce new collections in a short time to keep up with the dynamics of rapidly changing trends¹¹. Based on market observations, this condition is evident in the ease with which consumers access fashion products at affordable prices but with relatively low quality and short shelf life. The results of market observations conducted on April 23, 2026, through 15 ready-to-wear clothing stores from e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop, as well as direct observations at several retail outlets such as H&M, Uniqlo, Colorbox, and Urban & Co at the Paragon Mall and DP Mall shopping

2024. "Sustainability Trends and Gaps in the Textile, Apparel and Fashion Industries." *Environment, Development and Sustainability* 26 (2): 2837–64. <https://doi.org/10.1007/s10668-022-02887-2>.

⁵Kanyire, Raphael, Seidu Benjamin, and Eghan Richard. 2024. "A Review of Circular Fashion and Bio-Based Materials in the Fashion Industry." *Circular Economy and Sustainability* 4(1): 693–715. <https://doi.org/10.1007/s43615-023-00303-z>.

⁶Ricciardi, Irene, Martina Percuoco, and Anna Prisco. 2026. "Product Innovation for Sustainable Development in the Fashion Industry : A Bibliometric Review," 924–50. <https://doi.org/10.1002/sd.70298>.

⁷Andrés, Agustín. 2024. "The Role of Sustainability and Ethics in Fashion Design and Production in South America Agustín Andrés." *International Journal of Fashion and Design* 3(1): 12–23.

⁸Thorisdottir, Thorey S. 2020. "Corporate Social Responsibility Influencing Sustainability within the Fashion Industry. A Systematic Review." *Sustainability* 12. <https://doi.org/doi:10.3390/su12219167>.

⁹Ma, Juan, Lijun Huang, Qi Guo, and Yilin Zhu. 2024. "Sustainability in Design: Sustainable Fashion Design Practices and Environmental Impact Using Mixed-Method Analysis." *Business Strategy and the Environment*. <https://doi.org/https://doi.org/10.1002/bse.3843>.

¹⁰Bonelli, Francesca, Rocco Caferra, and Piergiuseppe Morone. 2024. "In Need of a Sustainable and Just Fashion Industry : Identifying Challenges and Opportunities through a Systematic Literature Review in a Global North / Global South Perspective." *Discover Sustainability*. <https://doi.org/10.1007/s43621-024-00400-5>.

¹¹Itria, Erminia D. 2022. "Biobased Innovation as a Fashion and Textile Design Must : A European Perspective." *Sustainability* Vol.14, No. <https://doi.org/https://doi.org/10.3390/su14010570>.

centers in Semarang City, found that the majority of ready to wear products in circulation have a relatively simple design character, follow seasonal trends, and are produced in large quantities with rapidly changing model variations. These products generally emphasize aesthetic aspects and affordable prices, but have not yet demonstrated the comprehensive application of Neo Eco principles in their design and production processes. This reinforces a culture of instant consumption that significantly increases textile waste. If global clothing consumption continues to increase, pressure on the environment will worsen if not balanced with changes to sustainable production systems¹².

Based on these issues, it is clear that the fashion industry is currently in a state that requires fundamental transformation, both in terms of production and consumption. Therefore, a more integrative approach is needed, such as the Neo Eco concept and the implementation of ethical ready to wear, which not only focuses on reducing environmental impact but also prioritizes a balance between aesthetics, function, and social responsibility in the fashion design and production process¹³. Haelvara's development of Neo Eco and ethical ready-to-wear fashion is relevant as an alternative solution, as well as an effort to address the need for more responsible and sustainable fashion products in the future.

Philosophically, Haelvara represents purity and noble values inspired by nature. The name Haelvara is derived from the Old English word *Hael*, meaning purity and safety¹⁴, and *Vara* which means noble or valuable in Sanskrit¹⁵, reflecting the essence of sustainability-based design¹⁶. This garment is made from a combination of eco-friendly materials, namely Tencel, cotton, and linen, in accordance with the principles of ethical ready-to-wear. Haelvara took inspiration from traditional woven bamboo houses, which represent the value of closeness to nature. Visual elements of the weaving technique are adapted into the fashion design as a modern reinterpretation that aligns with the Neo Eco concept.

Unlike previous research, this study not only integrates the concepts of Neo Eco and ethical ready to wear into a single approach, but also attempts to translate both concepts into concrete design practices through fashion product development. This approach aligns with recent research findings that emphasize the importance of practice-based research in fashion to bridge the gap between sustainability theory and its implementation in real products¹⁷.

Haelvara clothing is presented as a product representation that adopts an integrated Neo Eco and ethical ready to wear approach. Haelvara not only functions as the final design result, but also as an exploration medium that demonstrates how sustainability principles can be realized in ready-to-wear clothing that still considers aesthetics and functionality. This product development is based on the selection of more environmentally friendly materials, a limited production strategy (small batch production), and attention to material efficiency in the design process. This approach aligns with research showing that the application of sustainability-based design at the product scale can reduce textile waste while increasing the long-term utility value of clothing¹⁸.

Based on this, this research aims to develop and examine the application of the Neo Eco and ethical ready-to-wear approaches in fashion design through targeted design exploration. This research also aims to produce a product development model that can serve as a reference in integrating

¹²Aus, Reet, Harri Moora, Markus Vihma, Reimo Unt, Marko Kiisa, and Sneha Kapur. 2021. "Designing for Circular Fashion: Integrating Upcycling into Conventional Garment Manufacturing Processes." *Fashion and Textiles* 8(1). <https://doi.org/10.1186/s40691-021-00262-9>.

¹³Ricciardi, Irene, Martina Percuoco, and Anna Prisco. 2026. "Product Innovation for Sustainable Development in the Fashion Industry: A Bibliometric Review," 924– 50. <https://doi.org/10.1002/sd.70298>.

¹⁴Kleine, Christoph, and Katja Triplett. 2012. "Religion and Health – Salvation and Healing." *Japanese Religions* 37, no. 1.

¹⁵Macdonell, A. 2010. *A Sanskrit-English Dictionary*. London & New York: Longmans, Green, and Co.

¹⁶Petrivna, Kalytiuk Lilia. 2026. "From Physical Radiance To Moral Plurity: The Diachronic Evolution of The 'Light' Axiological Frame (From Pie To Old English)," 357–59. <https://doi.org/10.70286/ISU>.

¹⁷Rissanen, Timo, and Holly McQuillan. 2023. "Zero Waste Fashion Design." *Bloomsbury Academic*, 224.

¹⁸Piippo, Riikka, and Kirsi Niinimäki. 2022. "Fit for the Future : Garment Quality and Product Lifetimes in a CE Context."

aesthetics, function, and environmental and social responsibility aspects in ready-to-wear fashion. Thus, the research results are expected to make a real contribution, both in the development of fashion design science and as a practical reference for industry players in creating more sustainable products.

METHOD

This study uses a descriptive research method with a quantitative approach that aims to describe and analyze the feasibility of Haelvara fashion with the Neo Eco and ethical ready-to-wear concepts. Descriptive research methods with a quantitative approach are research methods that describe or explain conditions that occur systematically without manipulating variables and are based on numerical data measurements and statistical analysis to examine phenomena objectively and structured¹⁹. The use of this method is considered appropriate because it is able to provide an empirical picture of how the neo-eco concept is accepted and understood by consumers in the context of ready-to-wear, thereby strengthening the analysis of the relevance and implementation of this concept in contemporary fashion design practices²⁰.

The research subjects consisted of 5 designers as expert panelists and 25 Fashion Design students from Semarang State University as trained panelists who had graduated from Women's Fashion Production and Haute Couture Production, thus possessing adequate knowledge and technical skills to assess the suitability of clothing. The use of numerical data in this study is in line with the practice of fashion product evaluation which combines the assessors' perceptions and experiences into a measurable score, so that the suitability of the product can be described more objectively²¹.

Data collection techniques were conducted using an observation sheet to assess the suitability of the clothing, with indicators including design, size, aesthetics, sewing techniques, clothing performance, and features consistent with the source of the idea. Each assessment indicator was developed into five more specific sub-indicators to facilitate the evaluation process. Furthermore, each sub-indicator was further broken down into six operational assessment aspects.

Before being used for data collection, the assessment instrument was first validated to ensure that each assessment item aligns with the clothing suitability indicators being measured. The testing used content validity through expert assessments as validators who examined the relevance of each item based on predetermined indicators. This process was carried out to ensure the instrument used was truly capable of accurately measuring the suitability of ready to wear clothing and was suitable for use in research. The results of the validator assessment were then analyzed using the Aiken's V index with the following formula:

$$\left(V = \frac{\sum s}{n(c-1)} \right)^{22}$$

Information:

V = Aiken Index

S = r – lo

Lo = lowest validity rating number (e.g. 1)

C = highest validity assessment number (e.g. 5)

n = number of assessors

R = number given by the appraiser

¹⁹Sugiyono. 2020. Quantitative, Qualitative, and R&D Research Methods. Alfabeta, Bandung.

²⁰Ray, Subhasis, and Lipsa Nayak. 2023. "Marketing Sustainable Fashion: Trends and Future Directions." Sustainability (Switzerland) 15(7). <https://doi.org/10.3390/su15076202>.

²¹Zhu, Yifei, Chihiro Maru, Yuri Hamada, and Hiroko Shoji. 2025. "Development of a Quantification Method for Impressions of Apparel Products Using Review Texts." International Journal of Affective Engineering, no. 2007. <https://doi.org/10.5057/ijae.ijae-d-25-00023>.

²² Prasetyaningtyas and Sri Wening. 2022. "Needs Analysis to Develop a Practice Assessment Instrument for Learning Process During Covid-19 Pandemic." Proceedings of the 5th International Conference on Current Issues in Education (ICCIE 2021) 640 (Iccie): 307–11. <https://doi.org/10.2991/assehr.k.220129.056>.

Each item in this study's instrument is declared valid if its Aiken's V coefficient is at least ≥ 0.75 with a probability of 0.41. This criterion is used to determine the item's suitability to the measured indicators. The test results show that all 30 items obtained V values in the range of ≥ 0.75 ²³, so that all items are declared valid and suitable for use as research instruments.

After validity testing was conducted, the instrument's reliability was estimated using the Interclass Correlation Coefficient (ICC) technique. This test aims to determine the level of consistency of inter-rater assessments across the entire instrument. The ICC determines whether the instrument produces consistent assessments even when used by different raters. The results of the reliability test are presented in Table 1 below.

Table 1. Intraclass Correlation Coefficient

	Interclass Correlation b	95% Confidence Interval		F Test with True Value o			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measure	.926a	.835	.948	45.365	29	174	.000
Average Measure	.978c	.956	.972	45.365	29	174	.000

The instrument reliability test in this study used the Interclass Correlation Coefficient (ICC) method, with the results presented in Table 1. The analysis results showed an ICC Average Measure value of 0.978 with a significance level of 0.000, which is included in the very high reliability category. This value indicates that the assessments given by the raters have a very strong level of consistency. In addition, the ICC Single Measure value of 0.926 also indicates that the consistency of the assessments of each rater is in the very good category. Based on the ICC interpretation criteria, a value range of 0.75–1.00 indicates a very good level of reliability²⁴, so that the instrument used is considered consistent and suitable for measuring clothing suitability objectively.

Data analysis was performed by calculating the average percentage of eligibility for each assessment indicator. The percentage was obtained by comparing the assessment score with the ideal score, then multiplying it by 100%²⁵. The data results are then presented in numerical and visual form to make them easier to understand, compare, and analyze.

$$(P = \frac{f}{N} \times 100\%)^{26}$$

Information:

P = percentage of eligibility

F = total score obtained

N = maximum score

Next, the percentage results for each indicator were grouped into feasibility categories: very

²³Prasetyaningtyas and Sri Wening. 2022. "Needs Analysis to Develop a Practice Assessment Instrument for Learning Process During Covid-19 Pandemic." Proceedings of the 5th International Conference on Current Issues in Education (ICCIE 2021) 640 (Iccie): 307–11. <https://doi.org/10.2991/assehr.k.220129.056>.

²⁴Prasetyaningtyas, Wulansari, and Sri Wening. 2022. "Needs Analysis to Develop a Practice Assessment Instrument for Learning Process During Covid-19 Pandemic." Proceedings of the 5th International Conference on Current Issues in Education (ICCIE 2021) 640 (Iccie): 307–11. <https://doi.org/10.2991/assehr.k.220129.056>.

²⁵Sugiyono. 2020. Quantitative, Qualitative, and R&D Research Methods. Alfabeta, Bandung.

²⁶Abdullah, Eka Nur Wulandari, Sutrio, Syahrial Ayub, and Aris Doyan. 2024. "Development of Problem Based Learning Model Devices with Google Classroom to Improve Students' Mastery of Temperature and Heat Concepts." Journal of Science Education Research 10 (6): 2906–15. <https://doi.org/10.29303/jppipa.v10i6.5205>.

feasible, feasible, fairly feasible, less feasible, and very feasible. This grouping facilitated interpretation of the research results and provided a clearer picture of the feasibility of the product being assessed.

Table 2. Eligibility Categories

No	Percentage (%)	Category (%)
1.	85 – 100	Very Worthy
2.	69 – 84	Worthy
3.	45 – 68	Quite Decent
4.	37 – 52	Less than worthy
5.	20 – 36	Totally Unworthy

RESULTS AND DISCUSSION

Feasibility Evaluation Results

This research shows that the development of ready to wear clothing based on sustainable fashion can be an alternative in creating more responsible products through the use of materials, production efficiency, and more environmentally conscious design processing²⁷. Referring to the assessment of expert panelists and trained panelists whose validity and reliability have been proven, the assessment results are then processed into percentages to obtain a feasibility score for each indicator and the overall value. The data is then presented systematically in Table 3, which contains the results of the feasibility analysis of clothing with the Neo Eco and ethical ready-to-wear concepts. Based on this table, a general overview of the level of feasibility of the clothing developed can be obtained.

Table 3. Feasibility Evaluation Results

No	Indicator	Expert Panelists (%)	Trained panelists (%)	Average (%)
1.	Design	13.73	14.67	14.20
2.	Size	14.80	14.99	14.89
3.	Aesthetics	12.80	14.72	13.76
4.	Sewing techniques	15.60	15.36	15.48
5.	Fashion performance	15.07	15.55	15.31
6.	Special Features	15.20	15.73	15.47
	Total	86.40	91.01	88.71

The assessment results for each indicator show that the sewing technique aspect received the highest average score from the expert panelists and trained panelists at 15.48%, followed by the average specialty indicator at 15.47% and the average fashion performance indicator at 15.31%. The high scores on these indicators indicate that Haelvara's fashion construction, workmanship quality, and visual character are considered to be of good quality and in accordance with the concept raised. Based on fashion research, The quality of sewing techniques and clothing construction is an important indicator in determining the suitability of ready-to-wear products because it is related to the comfort, durability and overall aesthetic value of the product²⁸. In line with that, the following displays the ready-to-wear fashion design with the Neo-Eco and ethical ready-to-wear concepts that are the object of research:

²⁷Abbate, Stefano, Piera Centobelli, Roberto Cerchione, Simon Peter Nadeem, and Emanuela Riccio. 2024. "Sustainability Trends and Gaps in the Textile, Apparel and Fashion Industries." *Environment, Development and Sustainability* 26 (2): 2837–64. <https://doi.org/10.1007/s10668-022-02887-2>.

²⁸Yıldız, Esra Zeynep, and Oktay Pamuk. 2021. "The Parameters Affecting Seam Quality: A Comprehensive Review." *Research Journal of Textile and Apparel* 25: 309–29. <https://doi.org/https://doi.org/10.1108/RJTA-05-2020-0044>.



Figure 1. Haelvara Fashion Show Design
Source: Author

Based on the assessment results, the design indicator obtained an average score of 14.20% and aesthetics 13.76%. Although having lower scores than other indicators, both aspects are still in the very appropriate category. These results indicate that Haelvara's design is considered capable of representing the source of the idea of traditional woven bamboo houses into modern clothing that remains in line with the character of ready to wear. This is one of the characteristics of sustainable fashion development that emphasizes the balance between visual innovation and sustainability values²⁹.

In line with this, the high assessment results on the fashion performance indicator indicate that Haelvara is considered not only visually appealing, but also functional and suitable for use as ready-to-wear clothing. This aligns with the concept of ethical ready to wear, which considers not only aesthetic aspects, but also quality of use, comfort, and sustainability in the production process. Research on sustainable fashion in ready-to-wear clothing also explains that sustainable fashion products must be able to meet the needs of function, aesthetics, and product quality simultaneously to be accepted by consumers³⁰.

²⁹Huang, Tsai-Chun, Mingyao Jin, and Mingjing Lin. 2024. "Innovating Sustainable Fashion Design: An Exploration of the Sustainability of a Hybrid Method through the C2CAD Framework." *International Journal of Fashion Design, Technology and Education* 19 (1): 78–88. <https://doi.org/https://doi.org/10.1080/17543266.2024.2436093>.

³⁰Hur, Eunsuk, and Tom Cassidy. 2019. "Perceptions and Attitudes towards Sustainable Fashion Design: Challenges and Opportunities for Implementing Sustainability in Fashion." *International Journal of Fashion Design, Technology and Education* 12 (2): 208–
<https://doi.org/10.1080/17543266.2019.1572789>.



Figure 1. Haelvara's Final Fashion Result
Source: Author

The results of the development and evaluation of Haelvara fashion show a connection with the issues raised in this study, namely the dominance of ready-to-wear products that are still oriented towards trends and mass production without considering the overall sustainability aspect. Through the application of the Neo Eco and ethical ready-to-wear concepts, Haelvara was developed as a design alternative that not only emphasizes aesthetics, but also pays attention to environmental values and social responsibility in its design process. This is in line with research stating that fashion consumers are now starting to consider product quality, sustainability, and ethical values as part of the decision to use fashion products³¹. The use of traditional woven bamboo houses as a source of inspiration is a form of reinterpretation of local culture combined with a sustainable fashion approach in contemporary design.

The difference in assessment results between expert panelists and trained panelists shows that trained panelists gave higher scores than expert panelists. Expert panelists obtained a percentage of 86.40%, while trained panelists achieved 91.01%. This difference may be influenced by the perspective and assessment experience of each panelists group. Expert panelists consisting of designers tend to have more critical assessment standards regarding design details, proportions, construction, and product innovation due to their professional experience in the fashion industry. In contrast, trained panelists assess more based on visual suitability, design appeal, and the overall function of the clothing, so their assessments tend to be higher.

Furthermore, the trained panelists were Fashion Design students who had studied ready-to-wear fashion production, thus understanding the design concepts developed while maintaining a user and academic perspective. This enabled the trained panelists to more readily accept the design exploration applied to Haelvara than the expert panelists, who had higher professional expectations for fashion product standards. Differences in assessment patterns between expert and trained panelists are common in product evaluation research, as the assessor's experience and professional level can influence the interpretation of design quality³².

³¹Ma, Juan, Lijun Huang, Qi Guo, and Yilin Zhu. 2024. "Sustainability in Design: Sustainable Fashion Design Practices and Environmental Impact Using Mixed-Method Analysis." *Business Strategy and the Environment*. <https://doi.org/https://doi.org/10.1002/bse.3843>.

³²Hu, Linna, And May Boggess, and Mardelle M. Shepley. 2015. "Comparing Expert, Quasi-Expert, and Novice Evaluations of Award-Winning Design Products Using the Consensual Assessment Technique." *Open Journal of Social Sciences* 3: 1 <https://doi.org/https://doi.org/10.4236/jss.2015.35001>.

Overall, the evaluation results show that the application of the Neo Eco and ethical ready-to-wear concepts to Haelvara clothing is able to produce products that are feasible and well-received by the panelists. These results demonstrate that a sustainable design approach does not reduce the aesthetic value or quality of clothing, but can instead add value in the development of contemporary fashion products. Thus, Haelvara can be positioned as a form of ready-to-wear fashion development that is not only oriented towards trends, but also considers environmental, cultural, and social responsibility aspects in its design and production processes.

CONCLUSION

Based on the assessment results conducted by expert and trained panelists, Haelvara clothing received a very suitable rating. Fashion product assessment using a quantitative descriptive approach was used to determine the level of product acceptance and quality based on certain indicators so that the evaluation results can be interpreted objectively and measurably. Data shows that the expert panelists gave a total percentage of 86.40%, while trained panelists obtained a percentage of 91.01%, with an overall average of 88.71%. These results indicate that Haelvara clothing is considered capable of fulfilling the feasibility aspects of ready-to-wear fashion products in terms of design, aesthetics, sewing techniques, fashion performance, and its suitability with the Neo Eco and ethical ready-to-wear concepts.

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