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Rynetta Dress: Integrating Traditional Accents into Contemporary Party Wear

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Abstract

Party wear is a fashion product that continues to develop in response to the increasing demand for formal attire that not only serves functional purposes but also reflects aesthetic value and cultural identity. This study aimed to create a women's party dress entitled Rynetta Dress, which integrates traditional elements and embellishments into a modern design. The study employed a creative research method consisting of design planning, pattern making, fabric cutting, sewing, garment structure installation, and decorative finishing. The main materials used were satin fabric combined with lining, tricot, boning, beads, pearls, and floral appliqués as decorative elements. The result is a women's party dress featuring an I-line silhouette and a mermaid-style skirt that creates an elegant and feminine appearance. The uniqueness of the design lies in the use of a detachable bolero with patterned fabric accents on the shoulder area as the garment's focal point, complemented by embellishment details that enhance its aesthetic value. The results indicate that the product demonstrates compatibility between the design concept, material selection, construction techniques, and the characteristics of the target users, namely women aged 20–35 years. This work is expected to serve as an alternative reference for developing party dress designs that harmoniously combine modern and traditional elements.

Keywords: party dress, traditional elements, embellishment, fashion design, Rynetta Dress

INTRODUCTION

The fashion industry is one of the fastest-growing sectors of the creative economy, driven by changes in lifestyle, consumer preferences, and global fashion trends. Fashion products are no longer designed solely to fulfill clothing needs but also to communicate aesthetic values, personal identity, and cultural representation. Consequently, fashion designers are encouraged to create innovative products that combine functionality, comfort, and visual appeal while responding to contemporary market demands.¹

Among various fashion categories, party wear occupies an important position because it is designed for formal occasions that require elegance and sophistication. Women's party dresses are expected not only to provide comfort but also to enhance the wearer's appearance through appropriate silhouettes, construction techniques, material selection, and decorative details.² Therefore, the development of party wear designs requires a balance between aesthetic considerations and technical garment construction.

Recent global fashion trends indicate a growing interest in integrating traditional cultural

¹ Akhmad Marhadi, Ashmarita, Samsul, Nur Israfyan Sofian, and Ahmat Keke, "Penguatan Identitas Budaya Lokal melalui Pelestarian dan Pengembangan Industri Tenun Masyarakat Muna di Desa Masalili Kabupaten Muna," *Harmoni: Jurnal Pengabdian kepada Masyarakat* (2024).

² Aurelia Yunita Permatasari and Ratna Suhartini, "Penerapan Konstruksi Pola Sistem Porrie Muliawan pada Pembuatan Busana Pesta Malam dengan Tema Catchy," *Journal of Fashion & Textile Design Unesa (BAJU)* 1 (2020): 57–72.

elements into contemporary fashion products. Traditional motifs, textiles, and cultural symbols are increasingly adapted into modern fashion designs as a strategy for preserving cultural heritage while creating distinctive product identities.³ This trend reflects the increasing appreciation of consumers for fashion products that embody both modern aesthetics and cultural significance.

Several previous studies have examined the development of party wear from different perspectives. Permatasari and Suhartini found that the application of appropriate pattern construction significantly influences garment fit, comfort, and the realization of design concepts in evening wear.⁴ Florencia demonstrated that pleated techniques can improve the visual attractiveness and aesthetic quality of party dresses through the creation of texture and dimensional effects.⁵ Similarly, Suciningtyas and Russanti reported that the exploration of local cultural themes can generate innovative party wear designs with distinctive visual identities.⁶

Research on embellishment techniques has also contributed to the advancement of fashion design. Anisa and Irmayanti revealed that embellishment applications play an important role in improving the overall quality and aesthetic value of party dresses.⁷ Hilaliyah further showed that embellishment techniques can transform conventional garments into products with higher artistic and commercial value.⁸ These findings indicate that decorative details have become essential elements in contemporary fashion design.

The integration of cultural values into fashion products has been widely discussed in recent years. Marhadi et al. emphasized that preserving traditional textile heritage contributes to strengthening local cultural identity in the midst of globalization.⁹ Wening and Kusumadewi also highlighted the growing interest of younger generations in traditional clothing and cultural-based fashion products, creating new opportunities for the fashion industry to develop innovative designs rooted in local culture.¹⁰ Such studies demonstrate that traditional elements remain highly relevant as sources of inspiration for contemporary fashion creation.

Creativity is another important factor in fashion design development. Yuliati explained that creativity enables designers to transform ideas into innovative products that possess both aesthetic and functional value.¹¹ Likewise, Lestari, Alifah, and Widyawati argued that innovation in design concepts and material utilization is essential for producing fashion products capable of competing in increasingly dynamic markets.¹² In addition, Sakdiyah, Wahyuningsih, and Hukma emphasized that garment quality is influenced by the suitability of materials, construction techniques, and finishing processes applied during production.¹³

Studies focusing on party wear design development have also explored various sources of inspiration and silhouette innovations. Subehni and Karmila demonstrated that mermaid-inspired

³ Sri Wening and Putu Diah Ari Kusumadewi, "Tren Berkain Generasi Z: Peluang Pengembangan Industri Kreatif Bidang Busana," (2024).

⁴ Aurelia Yunita Permatasari and Ratna Suhartini, "Penerapan Konstruksi Pola Sistem Porrie Muliawan pada Pembuatan Busana Pesta Malam dengan Tema Catchy," *Journal of Fashion & Textile Design Unesa (BAJU)* 1 (2020): 57–72.

⁵ Adella Florencia, "Penerapan Teknik Pleated pada Busana Pesta Evening Gown," *Teknobuga* 9, no. 1 (2021).

⁶ Dewi Suciningtyas and Irma Russanti, "Oe Matan Maladong sebagai Inspirasi Pengembangan Desain Busana Pesta," *Journal of Fashion & Textile Design Unesa (BAJU)* 3 (2022): 20–29.

⁷ Arda Aprilia Anisa and Irmayanti, "Quality of Party Dresses with Embellishment Techniques Inspired by Cheongsam Tail," *Jurnal Kajian Ilmu Pendidikan* 7, no. 1 (2025): 253–264.

⁸ Wardah Hilaliyah, *Upcycle Kebaya dengan Teknik Embellishment pada Brand Amira Mukti* (Jakarta: Politeknik Negeri Media Kreatif, 2025).

⁹ Akhmad Marhadi, Ashmarita, Samsul, Nur Israfyan Sofian, and Ahmat Keke, "Penguatan Identitas Budaya Lokal melalui Pelestarian dan Pengembangan Industri Tenun Masyarakat Muna di Desa Masalili Kabupaten Muna," *Harmoni: Jurnal Pengabdian kepada Masyarakat* (2024).

¹⁰ Sri Wening and Putu Diah Ari Kusumadewi, "Tren Berkain Generasi Z: Peluang Pengembangan Industri Kreatif Bidang Busana," (2024).

¹¹ Nanie Asri Yuliati, "Peningkatan Kreativitas Seni dalam Desain Busana," (Yogyakarta: Universitas Negeri Yogyakarta).

¹² Berare Zekina Lestari, Puja Zakti Nur Alifah, and Putri Widyawati, "Inovasi Desain dan Bahan: Fashion Lokal Kualitas Global," *Inovasi: Jurnal Ilmiah Pengembangan Pendidikan* 3, no. 2 (2025): 57–63.

¹³ Fitrah Sakdiyah, Sri Endah Wahyuningsih, and Nabila Fitria Ainul Hukma, "Kualitas Hasil Busana Kerja Menggunakan Lining Kain Erro dan Kain Asahi," *Fashion and Fashion Education Journal* 10, no. 2 (2021).

silhouettes create elegant visual proportions and strengthen the feminine character of party wear.¹⁴ Similarly, Rahmi and Yulistiana found that the exploration of natural forms as design inspiration can produce unique and aesthetically appealing evening dresses.¹⁵

Although previous studies have examined pattern construction, embellishment techniques, creativity, cultural inspiration, and silhouette development, most have focused on individual design aspects. Research integrating traditional patterned accents, modern silhouettes, bustier construction, and embellishment applications within a single party dress design remains limited. Meanwhile, contemporary consumers increasingly seek fashion products that combine aesthetic quality, cultural identity, and uniqueness in one design.

To address this gap, this study develops a women's party dress entitled *Rynetta Dress*. The design features an I-line silhouette combined with a mermaid skirt, complemented by a detachable bolero with patterned fabric accents on the shoulder area as the focal point. Decorative elements consisting of beads, pearls, and floral appliqués are applied to enhance the luxurious appearance of the garment. Satin fabric is selected as the primary material because of its elegant drape and suitability for formal occasions.

The novelty of this study lies in the integration of traditional patterned accents, modern silhouettes, bustier construction techniques, and embellishment applications within a single party dress design. Therefore, this study aims to create a women's party dress that combines aesthetic value, functionality, and cultural elements while providing an alternative reference for the development of contemporary party wear for women aged 20–35 years.

METHOD

This study employed a descriptive quantitative method to evaluate the quality of the *Rynetta Dress*, a women's party dress that integrates traditional patterned accents and embellishment details into a modern fashion design. The study was conducted at Heykey.id, Semarang, Indonesia, which served as the location for the design development and garment production process.

The object of this study was the *Rynetta Dress*, a women's party dress featuring an I-line silhouette combined with a mermaid-style skirt. The uniqueness of the design lies in the application of a detachable bolero with patterned fabric accents on the shoulder area as the focal point, complemented by beads, pearls, and floral appliqués as decorative embellishments.

Data were collected through direct observation and product assessment conducted by three expert panelists in the field of fashion design and garment construction. The assessment instrument consisted of an observation sheet using a six-point rating scale. The quality evaluation was based on six indicators, namely design quality, size quality, sewing technique quality, aesthetic quality, fashion appearance quality, and product uniqueness quality. Each indicator contained several assessment items used to measure the overall quality of the product.

The production process included design planning, pattern making, fabric cutting, sewing, installation of supporting garment structures, and decorative finishing. The main material used was satin fabric combined with lining, tricot, boning, beads, pearls, and floral appliqués to achieve the intended aesthetic and functional characteristics.

The collected data were analyzed using descriptive percentage techniques to determine the quality level of the product. The percentage score was calculated using the following formula:

$$P = \frac{f}{N} \times 100\%$$

Description:

P = Quality Percentage

f = Score obtained

N = Maximum score

The criteria for assessing product quality are set as in Table 1.

¹⁴ Defi Yuli Subehni and Mila Karmila, "Busana Pesta Malam Model Godet dengan Sumber Ide Legenda Siren Mermaid," *Bhumidevi: Journal of Fashion Design* IV, no. 1 (2024): 41–50.

¹⁵ Olivia Rahmi and Yulistiana, "Celosia Cristata sebagai Sumber Ide Penciptaan Busana Pesta Malam," *Journal of Fashion & Textile Design Unesa (BAJU)* 6 (2025): 179–188.

Table 1. Product Quality Assessment Criteria

Percentage	Criteria
81 – 100%	Excellent
61 – 80%	Good
41 – 60%	Enough
21 – 40%	Less
0 – 20%	Very Less

The analysis was carried out to determine the quality level of Veloura Merupa kebaya in each indicator as well as the overall product quality.

RESULTS AND DISCUSSION

Product Description of Rynetta Dress

Rynetta Dress is a women's party dress designed by integrating modern fashion elements with traditional accents. The dress features an I-line silhouette combined with a mermaid-style skirt that creates an elegant, feminine, and proportional appearance. The main material used is satin fabric, which provides a luxurious sheen and graceful drape suitable for formal occasions.

The uniqueness of the design lies in the application of a detachable bolero featuring patterned fabric accents on the shoulder area as the focal point of the garment. The dress is further enhanced with embellishment details consisting of beads, pearls, and floral appliques that strengthen its aesthetic value. The combination of modern silhouettes, traditional motifs, and decorative elements creates a distinctive visual identity that differentiates *Rynetta Dress* from other party dresses.



Figure 1. Rynetta Dress

Recapitulation of Research Results

Based on the results of the panelists' assessment, the quality data of *Rynetta Dress* were obtained as presented in Table 2.

Table 2. Recapitulation of Rynetta Dress Quality Assessment

Indicator	Percentage	Category
Design Quality	94.44%	Excellent
Size Quality	96.67%	Excellent
Sewing Technique Quality	92.22%	Excellent
Aesthetic Quality	95.56%	Excellent
Fashion Appearance Quality	93.33%	Excellent
Product Uniqueness Quality	97.78%	Excellent
Total Average	95.00%	Excellent

Source: Author, 2026.

The analysis used descriptive statistics in the form of percentages. Data processing was carried

out using Microsoft Excel. The results showed that *Rynetta Dress* obtained an average score of 95.00%, indicating that the product falls into the Excellent category.

Design Quality Analysis

The design quality aspect obtained a percentage score of 94.44% with the Excellent category. These results indicate that the design concept successfully creates harmony among silhouette, color composition, material selection, and decorative details. The combination of an I-line silhouette and a mermaid-style skirt produces a balanced proportion that enhances the elegance of the dress.

The detachable bolero with patterned fabric accents becomes the center of visual attention and strengthens the identity of the design. In addition, the combination of satin fabric and embellishment details contributes to a harmonious appearance that reflects the concept of modern party wear with traditional influences.

Size Quality Analysis

The size quality aspect obtained a score of 96.67% and was categorized as Excellent. This result indicates that the garment dimensions and proportions fit the intended body measurements appropriately. The dress provides comfort while maintaining a well-structured silhouette.

The assessment results show that the length, width, and overall proportions of the garment correspond to the planned design. Proper fitting contributes significantly to the visual appearance and comfort of the wearer during formal occasions.

Sewing Technique Quality Analysis

The sewing technique aspect obtained a percentage of 92.22% and was categorized as Excellent. This result demonstrates that the garment was constructed using neat, accurate, and durable sewing techniques.

The installation of lining, boning, zipper, bolero components, and embellishment details was carried out properly and contributed to the overall quality of the product. The panelists considered the garment construction sufficiently strong and professional to support the intended design concept.

Aesthetic Quality Analysis

The aesthetic quality aspect obtained a score of 95.56% with the Excellent category. The high score indicates that *Rynetta Dress* successfully displays visual beauty in accordance with the design concept.

The use of satin fabric creates an elegant appearance, while the application of beads, pearls, and floral appliqués enhances the luxurious impression of the garment. The combination of color, texture, silhouette, and decorative details forms a unified visual composition that increases the attractiveness of the dress.

Fashion Appearance Quality Analysis

The fashion appearance aspect obtained a percentage of 93.33%, categorized as Excellent. This result indicates that the garment successfully presents an elegant, sophisticated, and feminine appearance suitable for formal events.

The panelists assessed that the overall appearance of the dress reflects contemporary fashion trends while maintaining its distinctive character. The combination of modern silhouette and traditional accents creates a refined appearance that supports the confidence of the wearer.

Product Uniqueness Analysis

The product uniqueness aspect obtained the highest percentage score of 97.78% and was categorized as Excellent. The uniqueness of *Rynetta Dress* lies in the integration of traditional patterned fabric accents, embellishment applications, and modern party dress construction within a single design.

The detachable bolero serves as a distinctive design element that differentiates the dress from conventional party wear. Furthermore, the combination of pearls, beads, floral appliqués, and mermaid-style skirt construction strengthens the exclusive character of the garment. This integration of traditional and modern elements provides *Rynetta Dress* with a unique visual identity and contributes to its originality as a contemporary women's party dress design.

CONCLUSION

Based on the results of the study, the quality of the *Rynetta Dress* obtained an average score of **95.00%**, placing it in the **Excellent** category. The indicator with the highest score was **product uniqueness quality** at **97.78%**, followed by **size quality** at **96.67%**, **aesthetic quality** at **95.56%**, **design quality** at **94.44%**, **fashion appearance quality** at **93.33%**, and **sewing technique quality** at **92.22%**. These results indicate that all assessed aspects of the product achieved excellent quality standards.

The findings show that the integration of traditional patterned fabric accents, modern silhouettes, and embellishment applications successfully enhances the visual quality, aesthetic value, and uniqueness of the dress. The combination of satin fabric, a detachable bolero with patterned accents, beads, pearls, floral appliqués, and a mermaid-style skirt creates an elegant, feminine, and distinctive appearance. Furthermore, the design demonstrates harmony between the design concept, material selection, construction techniques, and the characteristics of the target users.

Therefore, *Rynetta Dress* can be considered an innovative women's party dress design that successfully combines traditional and modern elements while prioritizing garment quality, aesthetic value, and product originality. This work may serve as an alternative reference for the development of contemporary party wear that incorporates cultural identity into modern fashion design.

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DECLARATION OF CONFLICTING INTERESTS

The author declares that there are no conflicts of interest regarding the research, authorship, and publication of this article. The study was conducted independently, and no financial, personal, institutional, or commercial relationships influenced the research process, findings, or interpretation of the results.

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