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Visualization of Corset Transparency Techniques and Velvet Fabric Textures in the “Viraadhya” Evening Gown Based on the Design Characteristics of Jacob Wil

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Abstract

The development of contemporary fashion has transformed clothing from a functional necessity into a medium of visual expression that embodies both aesthetic and symbolic values. This study aims to analyze the design characteristics of Jacob Wil as reflected in the evening gown “Viraadhya” through the visualization of corset transparency techniques and velvet fabric texture as key elements in shaping the garment’s aesthetic value. The research employs a qualitative approach using a descriptive-analytical method. Data were collected through visual observation, documentation studies, and literature reviews. The analysis focuses on design aesthetics, garment construction, material texture, and fashion semiotics. The findings indicate that “Viraadhya” successfully represents Jacob Wil’s distinctive design characteristics through the application of a structured mermaid silhouette, the exploration of transparent corset construction, and the combination of velvet and transparent materials that create a visual contrast between strength and softness. The corset transparency technique functions not only as a constructive element but also as an aesthetic strategy that reinforces the garment’s visual identity. Meanwhile, the use of velvet fabric contributes a sense of luxury, drama, and visual depth that supports the overall design narrative. This study demonstrates that the exploration of garment construction and material innovation can serve as an important strategy in establishing visual identity within contemporary evening gown design.

Keywords: corset transparency, velvet fabric, evening gown, Jacob Wil, fashion design

INTRODUCTION

The development of contemporary fashion today reflects a paradigm shift in which clothing no longer functions merely as a form of dress, but also serves as a medium of visual communication, identity expression, and artistic creation. According to Handayani & Fitra, this phenomenon indicates that contemporary fashion design increasingly emphasizes narrative aspects, visual identity, and aesthetic experiences constructed through form, materials, and garment structures¹. In the modern fashion industry, designers not only create garments with aesthetic value but also present concepts, narratives, and visual experiences for the wearer. One form of fashion that strongly represents these values is the evening gown. According to Nugroho & Pratiwi, an evening gown is a category of formal attire that prioritizes visual luxury through the selection of silhouettes, material textures, decorative details, and construction quality, thereby creating an exclusive impression for the wearer². In this context, the works of designer Jacob Wil are interesting to examine because they combine strong structural construction with dramatic material exploration. One of the works that represents this approach is the “Viraadhya” garment, which features a combination of corset transparency techniques and the use of velvet fabric as a primary aesthetic element.

¹ Handayani, W., & Fitra, A. (2024). Eksplorasi Material dalam Desain Busana Kontemporer

² Nugroho, A., & Pratiwi, R. (2023). Analisis Estetika Evening Wear pada Fashion Modern.

Several previous studies have shown that garment construction and material selection play

important roles in shaping the visual character of a fashion work. Entwistle's research on the concept of the dressed body explains that clothing is closely related to the formation of bodily identity through form, structure, and social meaning³. Prameswari et al. stated that the aesthetic value of a garment can be assessed through the application of design elements and principles that are capable of creating overall visual harmony⁴. Studies on corsetry by several fashion researchers also indicate that corsets have undergone functional transformations, from being merely body-shaping elements to becoming part of aesthetic expression when presented as an external component of a garment. Furthermore, textile studies explain that materials such as velvet possess unique visual characteristics through their light-reflective effects and textures, which are able to create a luxurious and dramatic impression in formal wear⁵.

The development of experimental design also demonstrates that the use of structural elements as the main visual components has increasingly been applied by international designers. This approach can be seen in the works of designers such as Jean Paul Gaultier, who explored corsets as external garment elements, as well as in various haute couture creations that present internal constructions as part of the overall aesthetic. Previous research on contemporary fashion design has generally focused on aesthetic aspects, the historical development of fashion, or construction techniques in general⁶. However, studies that specifically analyze the relationship between corset transparency, velvet texture, and a designer's design characteristics within a particular work remain limited. This indicates a research gap that requires further exploration in the field of fashion design studies.

The "Viraadhya" garment by Jacob Wil serves as an important object of study because it demonstrates a combination of structural strength and visual softness. The transparency technique applied to the corset section introduces the concept of construction visibility by revealing elements that are typically hidden, such as boning, layers, and body-shaping structures. Ospital et al. explained that transparency in the fashion industry is increasingly utilized to reveal product characteristics more openly, allowing designers to establish stronger visual values and aesthetic perceptions. This approach has been widely implemented in modern haute couture creations to produce futuristic, sensual, and innovative impressions⁷. On the other hand, the use of velvet fabric provides a strong visual character through its texture, color depth, and light-reflective effects. The combination of these two elements creates an aesthetic contrast between hard and soft materials, transparency and coverage, as well as structure and sensuality. This phenomenon makes the garment not only visually appealing but also academically valuable for further analysis.

Based on previous studies, there remains a limitation in discussions regarding how a designer's identity can be reflected through the application of construction techniques and material exploration within a specific garment. Most studies have focused more on garment functions, the historical development of techniques, or general aesthetic values without connecting these elements as part of a comprehensive visual narrative. Tang et al. (2023) explained that the characteristics of textile materials provide sensory experiences that influence the perception of garment quality and comfort⁸. Therefore, this study aims to address this gap by analyzing Jacob Wil's design characteristics through the "Viraadhya" garment, particularly in terms of corset transparency, velvet fabric texture manipulation, and the creation of a dramatic impression in an evening gown.

This study aims to identify the design characteristics of Jacob Wil reflected in the "Viraadhya" garment, analyze the application of corset transparency techniques as an aesthetic element, and exam-

³ Joanne Entwistle, *The fashioned body: Fashion, dress and modern social theory* (John Wiley & Sons, 2023).

⁴ Dini Amelia Prameswari, Melly Prabawati, & Wesnina, *Penilaian Estetika Motif Kontemporer pada Jaket Parkan di Era New Normal*, 2023.

⁵ Annisa Fitra, Wuri Handayani, dan Syafa Hasna Syakira, "MOTIF SAKRALIMA: REPRESENTASI SIMBOL ASIA DALAM DESAIN BUSANA READY TO WEAR DELUXE," Bookchapter ISBI Bandung, 2025.

⁶ Ismadi Ismadi et al., *Seni Kriya Tekstil* (PT. Sonpedia Publishing Indonesia, 2026).

⁷ Ospital, P., Masson, D., Beler, C., dan Legardeur, J., *Toward Product Transparency: Communicating Traceability Information to Consumers*, 2023.

⁸ Wei Tang et al. (2023). *Tactile Perception of Textile Fabrica Based on Friction and Brain Activation*

-ine the role of velvet fabric texture in constructing the visual value and luxury of the garment.

Raharjanti and Kusumastuti stated that the evaluation of garment product feasibility can be conducted through aspects of design, sizing, sewing techniques, aesthetics, garment performance, and design uniqueness⁹. This research is expected to provide theoretical contributions to the development of aesthetic and semiotic studies in fashion design, as well as practical references for fashion design students, academics, and fashion designers in understanding the relationship between construction techniques, materials, and visual concepts in creating contemporary fashion works.

METHOD

This study employs a qualitative approach with a descriptive-analytical method aimed at examining in depth the design characteristics, corset transparency techniques, and velvet fabric texture processing in the “Viraadhya” evening gown by Jacob Wil. The research object is the visual representation of the garment, which is analyzed based on aesthetic design elements, including form, color, texture, composition, and garment construction, as well as a fashion semiotic approach to understand the visual meanings embedded within the design.

The research data were obtained through visual observation of garment documentation, documentation studies involving design archives, catalogs, and references related to Jacob Wil’s works, as well as literature studies on garment construction, textiles, and design theories. The research instrument utilized a product validation sheet in the form of a garment feasibility assessment instrument, which was evaluated by three expert validators with competencies in fashion design to assess aspects of quality, aesthetics, construction, and the overall visual feasibility of the garment.

The data collection technique employed an assessment instrument in the form of an observation sheet using a 1–6 rating scale. Each indicator consisted of five assessment items used to measure the overall quality level of the product. The data were analyzed using a descriptive percentage technique with the following formula:

$$P = f/N \times 100\%$$

Description:

P = Quality percentage f = Obtained score

N = Maximum score

The criteria for assessing product quality were determined as presented in Table 1.

Table 1. Product Quality Assessment Criteria

Percentage	Criteria
81–100%	Very Good
61–80%	Good
41–60%	Fair
21–40%	Poor
0–20%	Very Poor

RESULTS AND DISCUSSION

Result

The results of this study were obtained through a product validation test using a garment product feasibility assessment instrument conducted by three expert validators. Based on the panelists’ evaluation results, data regarding the quality of the Viraadhya evening gown were obtained as presented in Table 2.

⁹ Aliyya Raharjanti dan Adhi Kusumastuti (2025). The Creation of the “Sirena Varunya” in Presenting the Transformable Faahion Concept.

Table 2. Recapitulation of the Quality Assessment of the Viraadhya Evening Gown

Indicator	Percentage (%)	Category
Design Quality	91.11%	Very Good
Size Quality	95.56%	Very Good
Sewing Technique Quality	83.33%	Very Good
Aesthetic Quality	94.43%	Very Good
Garment Appearance Quality	55.56%	Fair
Product Uniqueness Quality	73.33%	Good
Total Average	82.22%	Very Good

The analysis was conducted using descriptive statistics in the form of percentages. Data processing was carried out with the assistance of Microsoft Excel and IBM SPSS Statistics. The analysis results indicate that the Viraadhya evening gown achieved an average score of 82.22%, placing it in the very good category. These findings demonstrate that the garment product has a high level of feasibility, as most aspects of design, construction, aesthetics, and innovation have been fulfilled. Nevertheless, the validators provided several suggestions for improvement, including adjusting the ribbon/height accent, refining the hem stitching, improving the buttons, and covering or smoothing several accents in certain areas to create a neater garment appearance. Overall, the garment was considered suitable for further development by enhancing the finishing aspects and refining the design details.

The main focus area or center of interest of the garment is located in the transparent corset equipped with a vertical boning structure. This transparency element not only functions as a body-shaping construction but also serves as an aesthetic feature that reveals the garment structure in an exposed manner. The drapery detail on the bustier enhances the upper part of the garment by adding dimension and a more dynamic visual texture. Overall, this garment successfully demonstrates a balance between modern aesthetics and traditional values.

The combination of corset transparency, velvet fabric material, and batik accents creates an elegant, dramatic appearance with a strong visual identity. The garment presented in Figure 1 represents fashion as a medium of design expression, demonstrating how Indonesian cultural elements can be interpreted into a luxurious and artistic contemporary evening gown.



Figure 1. Overall Appearance of the “Viraadhya” Evening Gown with Corset Transparency Technique and Velvet Texture Application

Discussion

The results of this study were obtained through visual analysis of the “Viraadhya” evening gown by Jacob Wil and product feasibility testing using a garment validation instrument conducted by three expert validators. The findings indicate that the garment has fulfilled most aspects of design, construction, aesthetics, and innovation. Several aspects that received a “No” assessment became evaluation points for further improvement, particularly in the finishing details, such as hem neatness, button placement, and several garment accents. This demonstrates that in fashion design, aesthetic

aspects cannot be separated from technical quality, as both elements support each other in producing professional fashion works¹⁰.

Lestari and Kusumastuti stated that the selection of appropriate silhouettes and materials can strengthen the visual character and identity of a fashion design¹¹. The main characteristics of Jacob Wil's design in the "Viraadhya" garment are reflected through the application of silhouette, construction, and material exploration. Based on the analysis results, this garment applies a mermaid or trumpet silhouette that precisely shapes the upper body and gradually expands toward the lower part. The use of this silhouette aligns with fashion design principles that emphasize proportion and balance as key elements in creating a harmonious appearance. The validation results also support this finding, as aspects of design lines, proportion, visual balance, and the unity of design elements received maximum scores from the validators. This is consistent with previous studies on fashion aesthetics, which explain that silhouette is an important factor in shaping visual perception because it determines the relationship between the wearer's body shape and the characteristics of the garment¹².

In addition to the silhouette, the most prominent characteristic of Jacob Wil's design is the boldness in exposing garment construction elements. In the "Viraadhya" design, the corset section, which generally functions as an internal structural element, is instead presented as a main visible feature through the use of transparent panels. Boning, seam lines, and body-shaping structures are not concealed but displayed as part of the overall design aesthetic. This approach relates to the concept of the dressed body proposed by Entwistle, which explains that clothing is not merely a covering for the body but also a medium that shapes and communicates meanings related to the body¹³. Putri Putri and Handayani explained that transparency in modern corsetry does not only function as a supportive body-structuring element but also as an aesthetic component that strengthens design identity. In the context of "Viraadhya," corset transparency symbolizes openness, confidence, and the exploration of the relationship between the body and clothing¹⁴.

The analysis of the corset transparency technique shows that its application functions not only as a visual variation but also as a design composition strategy. The transparent material in certain areas allows the internal structure of the garment to be visible, creating a sense of visual depth. Based on the validation results, aspects of garment form, structural stability, and design innovation received very good assessments, indicating that the application of this technique still considers both function and construction. This supports previous studies on the development of modern corsetry, which state that corsets have undergone a transformation in meaning, shifting from merely body-shaping elements into forms of artistic expression within contemporary fashion. Transparency in corsetry provides a visual experience by revealing the construction process while maintaining an elegant appearance¹⁵.

The use of velvet fabric in the "Viraadhya" garment also serves as an important element in establishing its visual character. Velvet has a distinctive texture with a soft surface and light-reflective properties that create a deep and luxurious impression. Based on the validation results, the aspects of material texture, material suitability, and detail combination received positive assessments from the validators. This indicates that the selection of velvet is appropriate for the characteristics of an evening gown, which requires a formal and dramatic appearance. Previous textile studies explain that velvet has unique optical characteristics because the direction of the fabric fibers can produce variations in color intensity when exposed to light. This effect makes the garment appear more dynamic when worn, especially under stage lighting or formal event conditions¹⁶.

¹⁰ Silvia Ratna Sari dan Adhi Kusumastuti, "Penerapan Teknik Resin pada Kain Sebagai Elemen Estetika Bustier yang Dipadukan dengan Gaun Batik Wastra Bernuansa Etnik Modern," *Jurnal Kajian Ilmu Pendidikan (JKIP)* 7, no. 1 (2026): 102–14.

¹¹Kharisma Putri Lestari & Adhi Kusumastuti (2025). *Perancangan Gaun Fashion Show Swarna Prabha Berbahan Wastra Batik Kontemporer*

¹² Enggar Kartikasari et al., *Fashion Design* (PT. Sonpedia Publishing Indonesia, 2025).

¹³ Entwistle, *The fashioned body: Fashion, dress and modern social theory*.

¹⁴ Putri, A., & Handayani, W. (2023). *Corsetry as Contemporary Fashion Expression*.

¹⁵Rahayu Purnama, *Estetika pada Desain Busana* (CV Eureka Media Aksara, 2025).

¹⁶Aakanksha, L., & Aravendan, M. Impacts of Transparency and Traceability on Fashion Supply Chain System, 2023, pp. 100–119.

The selection of these material combinations demonstrates that material characteristics play an important role in shaping the visual experience of fashion design. Different textures can create aesthetic perceptions through the interaction of surface, light, and garment structure. Material exploration in fashion is not only concerned with functionality but also with how fabrics can evoke emotional responses and strengthen the identity of a design work.¹⁷ The use of transparent materials in the “Viraadhya” design also creates visual effects through dimension, layering, and the balance between covered and exposed areas. Transparency in fashion can serve as a design approach to achieve a modern appearance while providing a more engaging visual experience for the wearer.¹⁸ This indicates that material selection is an essential part of the garment creation process, as it influences the perception of form and the overall character of the design. Beyond aesthetic considerations, combining materials with different characteristics is also related to how a design communicates certain meanings and values to its audience. The combination of elegant velvet and lightweight transparent materials creates a visual harmony that reflects a balance between luxury and innovation.¹⁹

Overall, the “Viraadhya” garment demonstrates strong compatibility with Jacob Wil’s design characteristics through the combination of open construction, distinctive silhouettes, and material exploration. The validation results show that the garment has fulfilled the design feasibility aspects, although several technical elements still require improvement. The validators’ suggestions regarding accent refinement, hem stitching neatness, and detail enhancement indicate that an evaluation process is necessary to improve the final quality of the product. The high validation results demonstrate that design principles such as unity, balance, proportion, rhythm, and emphasis have been effectively applied. Therefore, “Viraadhya” can be understood not only as formal attire but also as a design work that integrates technique, aesthetics, and visual meaning into a unified form reflecting the development of contemporary fashion.

CONCLUSION

Based on the findings of this study regarding the visualization of corset transparency techniques and velvet fabric textures in the “Viraadhya” evening gown based on Jacob Wil’s design characteristics, it can be concluded that this garment demonstrates a strong design identity through the combination of construction, materials, and aesthetic values. The corset transparency technique serves as the main element that highlights the exploration of garment structure by presenting internal construction components as part of the visual appearance. The use of velvet fabric contributes to the creation of a luxurious, dramatic, and elegant impression through its distinctive texture and light-reflective visual effects.

The product validation results indicate a high level of feasibility, with 159 indicators fulfilled out of a total of 180 assessment indicators, demonstrating that the garment has met the aspects of design, construction, aesthetics, and innovation. However, several improvements are still required, particularly in finishing aspects such as hem neatness, button details, and the refinement of certain accents. This study shows that the success of a fashion work is not only determined by its visual beauty but also by technical precision, construction quality, and the designer’s ability to convey concepts through material and form elements.

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¹⁷ Dasari, P., & Seo, M. Reimagining Materiality: Responsible and Experiential VR Design for Fashion E-Commerce in India, 2026.

¹⁸ Zhao, Y., Hanifah, N. A. B., & Yin, L. From Human Body Curvature to Flat Pattern: A Tape-Mold Transformation Method for Female Corset Form Design, 2026.

¹⁹ Magrizos, S., Campora, M., Lamprinakos, G., Giovanis, A., & Christofi, M. Transparency by Design: The Effect of Privacy Policies Visualisation on Brand Trust and Perceived Intrusion, 2026, 45(3), 450–462.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there are no conflicts of interest regarding the publication of this article.

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