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The Creation Of The “Azuré Papilio” Custom Kebaya Through Chantilly Fabric Upcycling As A Sustainable Fashion Practice At Jahitbihan

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Abstract

The increasing amount of textile waste generated by the fashion industry has encouraged designers and fashion businesses to implement sustainable fashion practices through material reutilization and upcycling. This study aims to describe the creation process of the “Azuré Papilio” custom kebaya developed from leftover Chantilly lace fabric at Jahitbihan and evaluate its feasibility as a marketable fashion product. The study employed a descriptive qualitative approach through an industrial internship method. Data were collected through observation, documentation, interviews, and product feasibility assessments conducted by five expert respondents. The creation process involved material selection, design development, pattern making, garment construction, fitting, and finishing. Product feasibility was evaluated based on six aspects, namely design quality, size quality, aesthetic quality, sewing technique quality, garment performance quality, and garment uniqueness quality. The results revealed that sewing technique quality achieved the highest score (99.33%), followed by garment performance quality (97.33%), aesthetic quality (90.67%), design quality (90.00%), size quality (88.67%), and garment uniqueness quality (80.67%). The overall average score reached 91.11%, placing the product in the Very Good category. These findings indicate that upcycling leftover Chantilly lace fabric can successfully produce a high-quality custom kebaya with aesthetic, functional, and commercial value while supporting sustainable fashion development. Therefore, the “Azuré Papilio” kebaya demonstrates the potential of textile waste utilization as an innovative strategy for sustainable fashion practices within local custom fashion businesses.

Keywords: Azuré Papilio, Chantilly Lace, Custom Kebaya, Sustainable Fashion, Upcycling

INTRODUCTION

The fashion industry is recognized as one of the sectors contributing significantly to environmental pollution due to excessive resource consumption, overproduction, and textile waste generation. The increasing demand for fashion products has accelerated the accumulation of textile waste, creating environmental challenges that require sustainable solutions. Sustainable fashion has emerged as an important approach to reducing environmental impacts while maintaining creativity, functionality, and economic value within fashion products (Coscieme et al., 2022). One strategy widely implemented within sustainable fashion is upcycling. Upcycling refers to the process of transforming unused materials, fabric remnants, or discarded products into new products with higher aesthetic and economic value. Unlike recycling, which often requires industrial processing and additional resources, upcycling directly utilizes existing materials through creative redesign and reconstruction processes. Studies indicate that upcycling can significantly reduce textile waste while extending material life cycles and promoting circular fashion systems (Radev, 2025).

The concept of circular fashion has gained increasing attention among researchers and fashion practitioners because it encourages resource efficiency and waste minimization. Circular fashion aims

to maintain materials within production cycles for as long as possible through reuse, repair, remanufacturing, and upcycling. As a result, fashion products can achieve greater sustainability while simultaneously generating economic opportunities for designers and small-scale fashion businesses (Saha et al., 2024). Previous studies have demonstrated the importance of sustainable fashion practices in reducing textile waste. Aus explained that garment manufacturing generates approximately 25–40% fabric leftovers, and a substantial proportion of these materials can be transformed into new products through upcycling methods (Aus et al., 2021). Similarly, Abrishami emphasized that textile recycling and reuse are among the most effective approaches to addressing the growing global textile waste crisis (Abrishami et al., 2024). Furthermore, recent studies on sustainable fashion suggest that consumers increasingly appreciate products that combine environmental responsibility with uniqueness and craftsmanship (Hamzah & Shaari, 2022).

In Indonesia, sustainable fashion practices continue to develop, particularly among small and medium-sized fashion enterprises. However, the utilization of luxury fabric remnants such as Chantilly lace remains relatively limited. Many custom fashion businesses produce fabric leftovers during garment construction processes, yet these materials are often discarded despite retaining high aesthetic quality and commercial potential. This situation creates opportunities for designers to transform textile waste into innovative products with added value.

Jahitbihan is a custom fashion business specializing in kebaya production and formal attire. During industrial internship activities, observations revealed that considerable amounts of Chantilly lace remnants from customer orders remained unused. Although these materials still possessed excellent quality and decorative characteristics, they had not been optimally utilized. Therefore, this study proposes the development of a custom kebaya entitled “Azuré Papilio” through the upcycling of Chantilly lace remnants as a sustainable fashion initiative.

The name “Azuré Papilio” derives from the French word *azuré*, meaning sky blue, and the Latin word *papilio*, meaning butterfly. The design symbolizes transformation, elegance, and renewal, reflecting the process of converting textile waste into a fashion product with higher value. Through the application of sustainable fashion principles, the resulting kebaya is expected to contribute not only to waste reduction but also to the development of creative and marketable fashion products. Based on these considerations, this study aims to describe the creation process of the “Azuré Papilio” custom kebaya through the upcycling of Chantilly lace fabric at Jahitbihan, analyze its contribution to sustainable fashion practices, and evaluate its feasibility and commercial value through expert assessments.

METHOD

This study employed a descriptive qualitative research method through an industrial internship approach conducted at Jahitbihan, a custom fashion business specializing in kebaya and formal garment production. The qualitative method was selected because it allows researchers to obtain a comprehensive understanding of sustainable fashion practices implemented within the fashion industry, particularly the utilization of leftover textile materials through upcycling processes.

The research focused on the creation of the custom kebaya entitled *Azuré Papilio*, which was developed from leftover Chantilly lace fabric generated from previous customer orders. The study was conducted from January to May 2026 during the industrial internship program at Jahitbihan, Kandri Village, Gunungpati District, Semarang City.

The feasibility assessment was conducted to evaluate the quality and market readiness of the *Azuré Papilio* kebaya. The assessment involved five expert respondents with experience in fashion design, garment construction, and custom fashion production. The assessment results were analyzed using descriptive percentage statistics. The criteria for assessing product quality were determined as presented in Table 1. The percentage score was calculated using the following formula:

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

Description:

P = Quality percentage

f = Obtained score

N = Maximum score

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

The resulting percentages were used to determine the feasibility level of the Azuré Papilio kebaya as a sustainable fashion product developed through the upcycling of Chantilly lace remnants.

RESULTS AND DISCUSSION

The results of this study were obtained through the creation process of the Azuré Papilio custom kebaya and a product feasibility assessment conducted by five expert respondents. The kebaya was developed through the upcycling of leftover Chantilly lace fabric from previous customer orders at Jahitbihan. The assessment focused on six quality indicators, namely design quality, size quality, aesthetic quality, sewing technique quality, garment performance quality, and garment uniqueness quality. Based on the evaluation results, the quality assessment of the Azuré Papilio custom kebaya is presented in Table 2.

Table 2. Recapitulation of the Quality Assessment of the Azuré Papilio Custom Kebaya

Indicator	Percentage (%)	Category
Design Quality	90.00%	Very Good
Size Quality	88.67%	Very Good
Aesthetic Quality	90.67%	Very Good
Sewing Technique Quality	99.33%	Very Good
Garment Performance Quality	97.33%	Very Good
Garment Uniqueness Quality	80.67%	Good
Total Average	91.11%	Very Good

The analysis was conducted using descriptive percentage statistics. Based on the assessment results, the Azuré Papilio custom kebaya achieved an overall average score of 91.11%, placing the product in the Very Good category. These findings indicate that the kebaya possesses a high level of feasibility in terms of design quality, construction quality, aesthetics, functionality, and commercial potential.

The highest score was obtained in the sewing technique quality aspect (99.33%), indicating excellent workmanship, accurate construction techniques, and professional finishing quality. Garment performance quality achieved 97.33%, demonstrating that the kebaya provides comfort, mobility, and functional suitability for formal occasions. The aesthetic quality aspect obtained 90.67%, reflecting the successful integration of Chantilly lace motifs, silhouette harmony, decorative elements, and color composition. Design quality reached 90.00%, showing that the concept of sustainable fashion was effectively translated into a contemporary custom kebaya design.

Size quality obtained 88.67%, indicating that the garment dimensions corresponded well with body measurements and fitting standards. Meanwhile, garment uniqueness quality received the lowest score at 80.67%; however, it remained within the Good category, suggesting opportunities for further innovation and development of distinctive decorative features. Overall, the findings demonstrate that the upcycling of Chantilly lace remnants can successfully produce a high-quality custom kebaya with strong aesthetic, functional, and commercial value.

The fashion industry continues to face challenges associated with excessive textile waste generation. One sustainable solution is upcycling, which extends the lifecycle of materials by transforming unused textiles into products with higher value. The creation of the Azuré Papilio custom kebaya demonstrates the practical implementation of sustainable fashion principles within a small-scale custom fashion business. The Chantilly lace utilized in this study originated from leftover materials generated from previous customer orders at Jahitbihan. Rather than being discarded, the

fabric was reintroduced into the production cycle through creative redesign and garment reconstruction. This process aligns with circular fashion principles that emphasize resource efficiency and waste reduction.

According to Aus (2021), garment production commonly generates fabric leftovers ranging from 25% to 40% of total material consumption. Many of these remnants retain sufficient quality to be transformed into new fashion products through upcycling strategies. The findings of this study support that argument, as the Chantilly lace remnants maintained their decorative quality and structural integrity despite originating from unused materials. The successful utilization of Chantilly lace remnants demonstrates that sustainable fashion practices can be implemented effectively within custom fashion businesses while maintaining high aesthetic standards and commercial viability.

The Azuré Papilio kebaya was inspired by the elegance and transformation of butterfly wings. The name combines the French word *azuré*, meaning sky blue, and the Latin word *papilio*, meaning butterfly. Together, these terms symbolize renewal, beauty, and transformation, reflecting the sustainable concept of converting textile waste into a valuable fashion product. The design adopts a feminine silhouette emphasizing elegance and sophistication. The use of Chantilly lace contributes delicate decorative qualities, while the fitted construction enhances body proportions. Decorative motifs were strategically positioned to maximize the visual impact of the lace while preserving the original characteristics of the material. The design process incorporated principles of balance, harmony, proportion, rhythm, and emphasis. These principles contributed to the achievement of a design quality score of 90.00%, indicating that the sustainable fashion concept was successfully translated into a visually appealing garment.



Figure 1. Design Sketch of Azuré Papilio

The production of the Azuré Papilio kebaya consisted of several stages, including material selection, pattern development, cutting, sewing, fitting, and finishing. Particular attention was given to material optimization during pattern placement to minimize additional fabric waste. The sewing process involved bodice construction, lace application, sleeve assembly, lining installation, and decorative detailing. Accurate sewing techniques were essential to preserve the intricate characteristics of the Chantilly lace while ensuring structural durability.

The assessment results revealed that sewing technique quality achieved the highest score of 99.33%. This finding indicates that the garment construction process successfully fulfilled professional quality standards. Respondents highlighted the neatness of seams, accuracy of motif placement, and quality of finishing as major strengths of the product. The finishing process included pressing, thread trimming, quality control inspection, and final fitting adjustments. These procedures ensured that the final garment met both aesthetic and functional requirements.

The feasibility assessment demonstrates that the Azuré Papilio kebaya possesses strong potential as a marketable custom fashion product. The overall score of 91.11% indicates that the product is highly feasible for production and commercialization. The high score obtained in garment performance quality (97.33%) suggests that the kebaya successfully combines aesthetic value with

wearer comfort. This finding supports the notion that sustainable fashion products should not only address environmental concerns but also satisfy consumer expectations regarding functionality and quality. The aesthetic quality score of 90.67% reflects the successful integration of lace motifs, silhouette development, decorative details, and visual composition. These elements contribute significantly to the perceived value of custom-made garments. Although garment uniqueness quality obtained the lowest score (80.67%), it remained within the Good category. This result suggests that future product development may focus on enhancing innovative decorative techniques and unique design features to strengthen product differentiation.

The Azuré Papilio custom kebaya demonstrates that upcycled materials can be transformed into fashion products with substantial commercial value. Consumers increasingly seek products that combine exclusivity, craftsmanship, and sustainability, creating opportunities for businesses that adopt environmentally responsible production practices. The utilization of leftover Chantilly lace not only reduces textile waste but also lowers material costs and increases production efficiency. Furthermore, the sustainable narrative associated with the product enhances its market appeal, particularly among environmentally conscious consumers. The findings indicate that upcycling can function as both an environmental strategy and a business innovation strategy. Therefore, sustainable fashion practices such as those implemented at Jahitbihan have the potential to contribute significantly to waste reduction, creative industry development, and the promotion of responsible fashion consumption.



Figure 2. Design Sketch of Azuré Papilio

CONCLUSION

This study demonstrates that leftover Chantilly lace fabric can be successfully transformed into a marketable custom kebaya through the application of sustainable fashion principles at Jahitbihan. The creation of the Azuré Papilio custom kebaya illustrates how textile remnants that are often considered waste can be converted into a high-value fashion product through creative design development, precise garment construction, and effective material utilization. The production process involved several stages, including material identification, design development, pattern making, garment construction, fitting, and finishing. Throughout these stages, particular attention was given to maximizing the utilization of available Chantilly lace remnants while maintaining aesthetic quality, garment functionality, and professional construction standards. The design concept inspired by butterfly transformation successfully represented the sustainable fashion narrative of renewal and value creation. The feasibility assessment conducted by five expert respondents indicated that the Azuré Papilio kebaya achieved an overall average score of 91.11%, placing it within the Very Good category. Sewing technique quality achieved the highest score at 99.33%, followed by garment performance quality at 97.33%, aesthetic quality at 90.67%, design quality at 90.00%, size quality at

88.67%, and garment uniqueness quality at 80.67%. These findings confirm that the product possesses high levels of quality, functionality, aesthetic appeal, and market readiness. Furthermore, this study highlights that upcycling practices can contribute significantly to sustainable fashion development by reducing textile waste, extending material life cycles, increasing economic value, and encouraging responsible production practices. Therefore, the implementation of upcycling strategies within custom fashion businesses such as Jahitbihan can serve as an effective approach to supporting environmental sustainability while simultaneously enhancing product innovation and commercial competitiveness. Future studies are recommended to explore broader applications of upcycling techniques using various textile materials and fashion product categories. Additional research may also investigate consumer perceptions, purchasing behavior, and market acceptance of sustainable fashion products developed through textile waste utilization.

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