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Modern Tailoring in Linear Rebellion Fashion Collection at Danjyo Hiyoji

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Abstract

The fashion industry continues to develop along with the increasing demand for products that possess not only aesthetic value but also a strong visual identity. Danjyo Hiyoji is one of Indonesia's local fashion brands recognized for its contemporary streetwear concept combined with modern tailoring. This article aims to describe the development process of the Linear Rebellion fashion collection through the application of modern tailoring and decorative details as a final project during the Industrial Practice Program at Danjyo Hiyoji. The study employed a descriptive quantitative method with a design development approach supported by observation, documentation, literature review, and product assessment by panelists. The development stages included visual research, moodboard preparation, concept development, design creation, material selection, production process, and final product evaluation. The Linear Rebellion concept was represented through vertical stripe motifs symbolizing order and exposed zipper details symbolizing courage in exploring fashion design. The evaluation results indicated that the collection achieved an average score of 95.93%, categorized as excellent. The design aspect obtained 96.66%, size 98.90%, aesthetics 85.56%, sewing technique 100%, garment performance 98.90%, and uniqueness 95.56%. These findings demonstrate that the application of modern tailoring and decorative details successfully produced a fashion collection with excellent construction quality, functionality, aesthetics, and a strong visual identity in accordance with the design characteristics of Danjyo Hiyoji.

Keywords: fashion collection development, modern tailoring, decorative details, Linear Rebellion, Danjyo Hiyoji

INTRODUCTION

The fashion industry is one of the creative sectors that continues to evolve alongside changes in trends, lifestyles, and consumer demands. These developments encourage industry players to continuously create innovative products that not only fulfill functional clothing needs but also possess strong aesthetic value and visual identity. Adiyanti (2024) explained that design innovation is an important factor in producing fashion products with distinctive characteristics that can remain competitive in a dynamic industry. Furthermore, Hidayatunnisa et al. (2024) stated that fashion design development is essential for creating products that meet consumer needs while adapting to current fashion trends.

Fashion is no longer viewed merely as a basic human necessity; it has evolved into a medium of self-expression that represents an individual's identity, personality, and lifestyle. Therefore, the design development process plays a crucial role in producing fashion products that possess aesthetic value, functionality, and characteristics that align with the target market. Karyanto (2025) explained that the ability to develop designs is a fundamental aspect of fashion creation, as it determines the visual quality and character of the resulting products. Similarly, Sari and Rahayu (2023) stated that the creation of a fashion collection requires a structured design development process to produce products with a clear visual identity.

One of the approaches currently emerging in the fashion industry is the combination of formal

and casual styles to create a contemporary appearance. This trend is reflected in the increasing number of fashion products that combine streetwear elements with tailoring techniques. Albahi and Yasintha (2025) explained that the development of modern ready-to-wear fashion involves the exploration of forms, materials, and details that create distinctive visual characteristics. In addition, Kuncoro and Arifiana (2024) stated that tailoring techniques can improve garment construction quality while strengthening the applied design character. Sulistyadewi and Yulistiana (2024) further emphasized that appropriate construction techniques contribute to more proportional and aesthetically pleasing silhouettes.

Besides garment construction, decorative details play an important role in shaping the visual identity of a fashion product. Decorative details are additional elements used to strengthen the design concept while enhancing the aesthetic appeal of the product. Putri and Indarti (2024) explained that decorative details can increase artistic value and reinforce the visual character of a fashion design. Meanwhile, Permatasari et al. (2025) stated that the appropriate use of decorative elements can create a more attractive appearance and support the intended design concept. Afifah and Yulistiana (2025) added that decorative details function not only as embellishments but also as distinguishing elements that differentiate one product from another.

Danjyo Hiyoji is a local Indonesian fashion brand recognized for its design character that combines contemporary streetwear elements with modern tailoring. The brand possesses a strong visual identity through the use of structured silhouettes, construction techniques, unique material selections, and the exploration of decorative details that have become its signature characteristics. Farika and Nafiah (2024) stated that the success of a fashion collection is influenced by a designer's ability to translate concepts into consistent visual forms, resulting in a strong and recognizable identity.

The Industrial Practice Program (Praktik Industri/Prigel) provides students with opportunities to gain direct experience in the professional workplace while applying the knowledge acquired during their academic studies. Through this program, students not only gain an understanding of industrial work processes but also acquire practical experience in fashion product development, from the planning stage to the completion of the final product.

As part of the final project for the Industrial Practice Program, the author developed a fashion collection entitled *Linear Rebellion*. The collection was inspired by the idea of combining order and boldness in design exploration. The concept of *Linear* is represented through the use of vertical line motifs symbolizing order, structure, and firmness. Meanwhile, the concept of *Rebellion* is expressed through exposed zipper details that symbolize the courage to break away from conventional formal design boundaries. Pratiwi et al. (2025) explained that collections developed from strong conceptual foundations tend to produce fashion works with clearer and more recognizable visual identities.

The development of the *Linear Rebellion* collection involved several stages, including visual reference research, mood board development, concept formulation, sketch creation, material selection, production processes, and final product evaluation. Throughout these stages, modern tailoring techniques and decorative details were applied as the main elements supporting the visualization of the concept. Novilia et al. (2025) explained that the success of fashion collection development depends on the ability to translate design concepts into products with strong visual and construction quality. Furthermore, Nafaro (2024) stated that inspiration sources and the consistent application of design concepts play an important role in establishing the visual identity of a fashion collection.

Based on the foregoing discussion, this study aims to describe the development process of the *Linear Rebellion* fashion collection through the application of modern tailoring and decorative details at Danjyo Hiyoji, as well as to evaluate the quality of the resulting products based on aspects of design, sizing, aesthetics, sewing techniques, garment appearance, and product uniqueness.

METHOD

This study employed a quantitative descriptive method to evaluate the quality of the *Linear Rebellion* fashion collection through the application of modern tailoring and decorative details at Danjyo Hiyoji. The quantitative descriptive approach was used to describe product quality based on the assessment results provided by expert panelists on various aspects of garment quality.

The object of this study was the *Linear Rebellion* fashion collection developed as the final project during the Industrial Practice Program (Praktik Industri/Prigel) at Danjyo Hiyoji. The research

variable was the quality of the fashion collection, which was measured using six indicators: design quality, sizing quality, aesthetic quality, sewing technique quality, garment appearance quality, and product uniqueness quality.

The product evaluation was conducted by three panelists with expertise in the field of fashion design and garment construction. Data were collected using an assessment instrument in the form of an observation sheet with a rating scale ranging from 1 to 6. Each indicator consisted of five assessment items used to measure the overall quality of the product.

The data were analyzed using descriptive percentage analysis with the following formula:

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

Where:

P = percentage of product quality

f = obtained score

N = maximum score

The percentage scores were categorized based on the product quality assessment criteria shown 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

The analysis was performed to determine the quality level of the *Linear Rebellion* fashion collection for each assessment indicator and for the product as a whole. The resulting percentage scores were subsequently categorized based on the predetermined evaluation criteria to identify the overall quality level of the developed fashion collection.

RESULTS AND DISCUSSION

Based on the evaluation results provided by three expert panelists, the *Linear Rebellion* fashion collection achieved an average score of 95.74%, which was categorized as very good. These findings indicate that the application of modern tailoring and decorative details successfully produced a fashion collection that met the established quality criteria in terms of design, sizing, sewing techniques, aesthetics, garment appearance, and product uniqueness.

Description of the *Linear Rebellion* Fashion Collection

The *Linear Rebellion* fashion collection is a design development project created during the Industrial Practice Program (Praktik Industri/Prigel) at Danjyo Hiyoji. The collection was developed based on the concept of combining order and boldness through the application of modern tailoring and decorative details. The *Linear* concept is represented by the use of vertical line motifs that create a firm, structured, and formal impression. Meanwhile, the *Rebellion* concept is expressed through the application of exposed zipper details, which serve as the focal point of the design.

The design characteristics of Danjyo Hiyoji, which combine elements of contemporary streetwear and modern tailoring, served as the primary reference in the development of this collection. The use of dark brown, black, and white colors creates a modern, elegant, and distinctive appearance. The structured blazer silhouette and the applied decorative details function as the main elements that establish the visual identity of the *Linear Rebellion* collection, as shown in Figure 1.



Figure 1. The Linear Rebellion Fashion Collection

Recapitulation of Research Results

The quality assessment of the *Linear Rebellion* fashion collection was conducted by three expert panelists based on six assessment indicators, namely design quality, sizing quality, sewing technique quality, aesthetic quality, garment appearance quality, and product uniqueness quality. The assessment results were subsequently analyzed using descriptive percentage analysis, the results of which are presented in Table 2.

Table 2. Recapitulation of the Quality Assessment Results of the Linear Rebellion Fashion Collection

Assessment Aspect	Percentage (%)	Category
Design Quality	96.67	Very Good
Sizing Quality	98.89	Very Good
Sewing Technique Quality	85.56	Very Good
Aesthetic Quality	100.00	Very Good
Garment Appearance Quality	97.78	Very Good
Product Uniqueness Quality	95.56	Very Good
Average	95.74	Very Good

The results of the descriptive percentage analysis showed that the *Linear Rebellion* fashion collection achieved an average score of 95.74%, which falls within the very good category. The highest score was obtained in the aesthetic quality aspect, reaching 100.00%, while the lowest score was recorded in the sewing technique quality aspect at 85.56%. Nevertheless, all assessment indicators were categorized as very good, indicating that the developed fashion collection met the established product quality criteria.

Design Quality Analysis

The design quality aspect achieved a percentage score of 96.67%, which falls within the very good category. This result indicates that the *Linear Rebellion* concept was successfully implemented in the developed fashion collection. The application of vertical line motifs on the blazer created a firm, structured, and modern appearance that reflects the *Linear* concept. In addition, the use of exposed zipper details as decorative elements provided a distinctive character that effectively represented the *Rebellion* concept. The combination of forms, colors, and design details resulted in a harmonious design that aligns with the design identity of Danjyo Hiyoji. These findings are consistent with Farika and Nafiah (2024), who stated that the application of a clear design concept can produce fashion products with a strong and recognizable visual identity.

Sizing Quality Analysis

The sizing quality aspect obtained a percentage score of 98.89%, which was categorized as very

good. This result indicates that the garment dimensions were consistent with the planned design specifications. Appropriate sizing contributes to wearer comfort and enhances the overall appearance of the garment. The proportions of each garment component appeared balanced, resulting in a silhouette that effectively reflected the intended design concept. Accurate sizing also supported the tailoring appearance that became the primary focus of this collection. This finding is supported by Karyanto (2025), who explained that appropriate sizing and proportion are important factors in determining the quality of a fashion product.

Sewing Technique Quality Analysis

The sewing technique quality aspect achieved a percentage score of 85.56%, which falls within the very good category. This result indicates that the garment construction was executed effectively and contributed positively to the overall product quality. The assembly of garment components, installation of design elements, and finishing processes were carried out neatly, resulting in a clean and structured appearance. Although this aspect received the lowest score among all indicators, the result still demonstrates that the sewing techniques applied met the standards of high-quality garment production. This finding is consistent with Kuncoro and Arifiana (2024), who stated that tailoring techniques play an important role in producing neat, precise, and well-structured garment construction.

Aesthetic Quality Analysis

The aesthetic quality aspect achieved a percentage score of 100%, which was categorized as very good. This result indicates that the collection possessed excellent visual appeal based on the panelists' evaluations. The combination of dark brown, black, and white colors created an elegant, modern, and distinctive appearance. Furthermore, the vertical line motifs and exposed zipper details served as focal points that strengthened the collection's visual identity. The harmony of color, form, texture, and decorative details resulted in an attractive appearance that effectively reflected the intended design concept. This finding is supported by Putri and Indarti (2024), who stated that decorative details can enhance aesthetic value while strengthening the visual character of a fashion product. Similarly, Nur et al. (2025) explained that the harmony of design elements and the appropriate application of details play an important role in enhancing the visual appeal of a fashion collection.

Garment Appearance Quality Analysis

The garment appearance quality aspect obtained a percentage score of 97.78%, which falls within the very good category. This result indicates that the garment successfully presented the intended form and character of the design concept. The structured blazer silhouette created a professional and modern impression, while the decorative details reinforced the product's visual character. Overall, the garment appearance demonstrated a balance between formal and contemporary elements, resulting in an attractive design that reflects the identity of *Danjyo Hiyoji*. This finding is in line with Albahi and Yasintha (2025), who explained that the balance between aesthetics, functionality, and design character is an important factor in modern fashion development.

Product Uniqueness Quality Analysis

The product uniqueness quality aspect achieved a percentage score of 95.56%, which was categorized as very good. This result indicates that the collection possesses characteristics that distinguish it from similar products. The main uniqueness of the collection lies in the application of exposed zipper details as the primary decorative element on the blazer. These details function not only as embellishments but also as visual representations of the *Rebellion* concept. In addition, the combination of vertical line motifs and modern tailoring techniques created a distinctive visual identity that made the collection easily recognizable. These findings are consistent with Novilia et al. (2025), who stated that design uniqueness is an important element in establishing visual identity and product differentiation within a fashion collection. Furthermore, Nafaro (2024) explained that the application of distinctive and consistent sources of inspiration can produce fashion collections with strong and recognizable visual characteristics.

CONCLUSION

Based on the findings of this study, it can be concluded that the development of the *Linear Rebellion* fashion collection through the application of modern tailoring and decorative details at

Danjyo Hiyoji successfully produced a fashion product with a very good level of quality. The *Linear Rebellion* concept was realized through the use of vertical line motifs that created a firm and structured appearance, as well as exposed zipper details that served as the primary decorative elements of the design.

The evaluation results showed that the *Linear Rebellion* fashion collection achieved an average score of 95.74%, which falls within the very good category. The percentage scores for each assessment indicator were 96.67% for design quality, 98.89% for sizing quality, 85.56% for sewing technique quality, 100.00% for aesthetic quality, 97.78% for garment appearance quality, and 95.56% for product uniqueness quality. All indicators were categorized as very good, indicating that the developed collection met the established product quality criteria.

The application of modern tailoring contributed to the creation of a neat, proportional, and conceptually appropriate garment structure, while the decorative details strengthened the collection's visual character. Therefore, the *Linear Rebellion* fashion collection successfully represented the intended design concept and demonstrated excellent quality in terms of design, sizing, sewing techniques, aesthetics, garment appearance, and product uniqueness.

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