

CHAPTER II

LITERATURE REVIEW

2.1 History of Wedding

2.1.1 The History of Wedding Dress

The western wedding gowns history. The origins of marital gauze are disputed, and there are several versions. The source of the bridal gown is supposed to date back to ancient Prehistory, which could represent the gown's earliest history (Luo, 2016). When it comes to wedding clothes, a study on the evolution and invention of bridal gown design found that the first wedding garment was a white suit, honest and pure as God ordered it to be an official legal marriage. When women wore traditional dresses for their weddings, this clothing style became popular.

2.1.2 The Design of the Wedding Dress

Dressing in the Western manner has evolved over the years (Luo, 2016). Whereas Churchill in ancient Times, H is given significant emphasis with fundamental design, without as much adornment but with succinct lines to fully demonstrate the bride's elegance, the typical dress was in ancient times the oldest prototype. During the second edition of the western wedding gown in ancient Rome, the bride was braided with six hairs MATS in a deep brown netting. "Hill Lake Tower" attire, which is simple in style and contains a double-knotted wool fabric at the waist, is what Nika is wearing. Nika covered her feet in Zang red slippers, which were styled in the ZangGong hue "para" and adorned with a gold necklace (palla, when Greece was pure). The yarn is called "Avram MeiWuM" and is worn on the head in a more orange tone (flammeum). According to ancient Roman wedding records, the bride wears a traditional wedding gown. Later, extravagant wedding gowns replaced conventional wedding gowns. However, wedding gowns have seen many changes, and the simple H has returned to the focus of people's minds, gaining popularity and becoming a classic.

It is indeed a typeface wedding gown. Medieval times saw a new development in clothing cutting techniques, which involved sewing together multiple triangular pieces of cloth, much like a shuttlecock plate, to make the waists of the garments

(Dart). "Save" has had an enormous impact on how people make clothing. For example, the appearance of "tal di" was affected by "region," and its most distinctive feature is that the garments are tightly tightened up around the waist, with some triangle cloth added, and the long skirts sweeping across the floor. The original prototype featured an A-line form because of the emphasis on waist-tightness in late medieval apparel. The creation of the A-line skirts is likewise well-documented. From the 14th through the 17th centuries, European countries saw a tremendous shift in human civilization during the bourgeois culture movement. In addition to changing human society, the Renaissance significantly impacted clothes.

2.2 Wedding Attire

2.2.1 The Meaning of Wedding

Initially, the bridal gown is a one-of-a-kind garment worn only once in one's lifetime at a wedding (Luo, 2016). Bridal clothing functions as a dress and as the identity of the bride and groom. The wedding dress should be made more luxurious and unique to become the center of attention on the wedding day. Bridal clothing is included in haute couture or exclusive clothing, namely high-level clothing. It can also be beautiful, suitable, luxurious, or unique clothing or leading clothing, which are relatively expensive. Therefore bridal attire is considered in selecting models, materials, decorations, and accessories. Bridal apparel consists of several models, namely traditional wedding dress models, modern traditional brides, and international or western wedding dress models.

2.2.2 History of Western Bridal Dress

The western wedding dress was first developed in America and Europe since Roman times. Before "Queen Victoria's" wedding in 1840, the bride and groom were not always white. Most are not white. White symbolizes joy and is widely used at the Greeks and Romans / ancient parties. The color white suggests earnest honor, passionate passion, innocence, purity of soul. White is also the favorite color of "Queen Elizabeth I," her bright red hair and pale white skin look lovely in a white royal robe. From here the beginning of the wedding dress until now is white (McIntyre, n.d.).

Queen Elizabeth's marriage has influenced today's wedding rituals: wedding vows, exchange of rings, and after-ceremony parties. So the white wedding is a product of the Victorian era, and since 1840 that's the formation of imagination that trendy wedding dresses are white. Until now, white has been the color most often used (McIntyre, n.d.). In the last decade, antique white, ivory white, and crème have become popular alternatives and are widely used as colors of choice for European wedding dresses. However, Western wedding dresses can use bright colors according to their tastes as time goes by.

2.2.3 Modern Wedding Attire

Dresses for a wedding ceremony are known as "wedding gowns." According to the religion or culture of the bride and groom, colors, styles, and other interests for the ceremony process are pretty vital. Western wedding gowns are traditionally white in modern tradition. Ivory white, egg white, and ivory are all tints of white in this context. When Queen Victoria married Albert of Saxe-Coburg in 1840, the white color became popular (McIntyre, n.d.). White symbolizes purity, even though the royal wedding gowns of that period were silver. The queen chose to wear a white dress to represent her love.

The wedding was widely disseminated, so the women became inspired to do the same at their weddings. And this tradition continues to this day. Although previously, women were married with wedding dresses of any color other than black. But the color white has become a symbol of purity of heart and innocence. Then, white symbolizes virginity over time, which is wrong because it should be blue (McIntyre, n.d.).

If Queen Victoria founded the tradition of the white wedding dress, Kelsey McIntyre, in her article, the title *The History of White Wedding Dress*, also has the same opinion. In the opinion of *Godey's Lady's Book*, white has always been the most acceptable hue, no matter what the material is. As she explains, "It's a beautiful symbol of the purity and innocence of girlhood, and the unsullied heart she presents to her chosen one," she says.

An ancient poem says that you will have made the proper choice to marry a white woman. Getting married in grey will take you a long way. As soon as you get

married in black, you'll be wishing you could go back in time. When you're dressed in red for your wedding, you're sure to wish you were dead. True to your word, if you're married in blue. In a whirl, if you're married in pearl. We're married in green and yellow because we don't want to be seen. After getting hitched in brown, you'll have to move far away from the city. Your spirits will sink if you get married in pink."

The Industrial Revolution also brought about changes. When department stores opened in 1890, practically every woman could fulfill her desire of getting married by wearing a new wedding dress. The popularity of white bridal gowns grew, and in 1890 the Ladies Home Journal declared: "The bride's gown has been white from times immemorial." Even if this phrase isn't entirely accurate, white wedding dresses are magnificent (McIntyre, n.d.).

2.3 Wedding Ceremonies in Indonesia

2.3.1 Traditional Wedding Ceremony

In Indonesia, the wedding ceremony is carried out traditional and international. There are times when the bride uses both methods, usually in two separate ceremonies. The wedding ceremony was traditionally done according to local customary rules (Fihrtati, 2014). The conclusion of a systematic literature review about traditional wedding. In accordance with previous research (Tiffany Aprimadhany, 2010), this chapter will discuss about Indonesia traditional wedding ceremony.

Indeed, in this modern era, many have questioned whether it is important to maintain traditions and customs or to follow the modern lifestyle that is currently developing. On the one hand, cultural customs are a heritage of the nation's wealth that should not be abandoned and always be maintained, modernization cannot be avoided from the current human lifestyle.

The development of the phenomenon or trend of marriage, especially in Indonesia, is largely shaped through the sociocultural aspect of society as well as the trend of marriage styles that are transmitted from the outside world, namely the international wedding style.

Indonesian people before the 1900s usually got married by following traditional procedures, but over time, the choice of marrying in traditional ways began to be replaced with modern marriages, where modern weddings do not require a ceremonial procession that is too complicated.

Traditional weddings are believed to be full of meaning, symbols, and prayers in every ceremony (Tiffany Aprimadhany, 2010). So for some people, especially those who highly uphold ancestral customs and traditions, marriage must be carried out in accordance with the marriage customs they have. The customs and procedures for traditional weddings in Indonesia are a series of quite long processions. In the development of traditional marriage repertoire, changes and shifts often occur. By not forgetting its meaning, currently the rules of traditional parties have been modified to be simpler, the prevalence of compromises between mixed marriages of two cultures (two customs) is unavoidable, especially in a pluralistic environment. The acculturation of two cultures shifts the standard rules towards the limits of their tolerance. This shift will continue to occur in the future. The limitations of simple traditional parties accompanied by multi-ethnic influences will color the implementation of traditional/classic weddings in the future.

2.3.2 Modern Wedding Ceremony

According to study published in 2010, about “Wedding Center di Yogyakarta”. Unlike traditional weddings, modern weddings do not require a long procession (Tiffany Aprimadhany, 2010). Modern marriage only emphasizes the procession of the ceremony or blessing and wedding celebration (reception). There is no standard arrangement or procedure in the reception. The long and complicated traditional wedding procession is eliminated, so that the wedding procession becomes simpler and more relaxed but still does not lose the meaning and sacredness of marriage. The gowns used in modern weddings are European-style clothing, namely international designs, for men wearing suits while women wearing dresses.

The concept of marriage which is taken as a modern wedding concept usually raises classic western wedding themes or it can also be the application of childhood dream tales, so that the wedding party can be likened to a luxurious and magnificent royal party. To support this, decoration, lighting and music are needed that support the chosen wedding theme.

It's no different with a traditional wedding party. International-style parties have also experienced a significant trend shift (Tiffany Aprimadhany, 2010). The key word is simplicity. A simple wedding party attended by only a few guests or also known as a small party is becoming popular with the Indonesian people. Small parties begin to balance out grand parties which have more guests. The phenomenon of weddings with a reduction in the number of guests continues to occur from year to year. The success of a wedding party is not judged by the number of guests present, but how the bride and groom can share happiness with those closest to them in an intimate and comfortable atmosphere. Even today's brides and grooms

want a private party like in Bali or in private locations in Jakarta. The relaxed and exclusive impression obtained from a private party is a distinct advantage. This is reinforced by the birth of wedding locations, especially in Jakarta and Bali, which accommodate a very limited number of guests but have a high level of exclusivity. Such locations can accommodate a maximum of 400 guests. The more exclusive the desired atmosphere, the more intimate and narrow the public space provided. The intimacy that exists between the bride and groom and her guests heightens the sacredness of this limited feast. Public space is then reduced, guests who come are family, relatives, and or close friends only.

2.3.3 New Wedding Trend Since COVID-19 - Intimate Wedding

Over the last two years, intimate and casual weddings have become commonplace due to the negative impacts of the global pandemic (Langit Nariswari, 2021). Large-Scale Social Restrictions (PSBB) were implemented in numerous places, and this disregard was visible throughout (Fourqoniah and Fikry Aransyah, 2021). Psbb is a joint effort by the central and local governments to combat the COVID-19 pandemic by restricting certain activities in an area suspected of being infected. Teaching and studying as well as religious activities; such as wedding celebrations, concerts, and tours, as well as public and private transportation are all prohibited.

This shift has marked the need for bridal looks that reflect the nature of these smaller ceremonies. During the pandemic, wedding trends have changed the concept of intimate or intimate weddings attended by family and closest relatives. The preparations made for marriage during the COVID-19 pandemic have also become shorter. It took less than three months to prepare for the wedding since the brides could look online for all wedding needs.

As couples attempt to optimize their expenses without reducing their experiences, the number of "intimate" weddings is on the rise (Mega Purnamasari, 2020). Intimate weddings shouldn't have to be short on luxury, individuality, or unique character just because they're small. In reality, fewer guests frequently mean more resources available to today's brides and grooms to make their weddings memorable. Intimate weddings with a guest count of 20 to 75 are considered "intimate," though we've had weddings with as little as six people. While elopements are also intimate occasions, the word "intimate wedding" refers to more organized celebrations with an itinerary and, in many cases, numerous festivities. This category includes both local and destination weddings.

Brides are embracing the idea that they can be more creative when it comes to their attire on the big day, due to the rise of micro-weddings (Mega Purnamasari, 2020). Thinking beyond

the box of a traditional wedding gown and choosing something a little unusual can lend itself to a smaller, more intimate ceremony.

Traditional made-to-measure wedding gowns have been unsuitable options for the modern bride due to the shorter lead times of these ceremonies. Brides have realized that a simpler white gown or even a two-piece can be considered bridalwear (Sykes and Brace Govan, 2015). Most brides aren't interested in the classic white wedding gown; instead, they choose something more informal and less formal. The effect to bride attire has resulted in a rise in off-the-rack purchases, with brides looking for designers that can provide something chic that bridal dress can also wear after the wedding (Xidias, 2021)".

Ms. Jelipe Siagian also explained this point of view during the interview conducted last year. She mentioned that most brides are looking for ready-to-wear wedding gowns, which are way more comfortable and practical than ball gowns.

2.4 Collection Inspirations

Tulip Flowers to represent Marriage & “*Perfect Love*”

Women adore flowers. There are numerous varieties of flowers in this world, each with its own distinct meaning. The Importance of Flowers, according to Lacey (1969), flowers have been a component of weddings since their inception. Essentially, from ancient times to the present, we have been inextricably linked to flowers. Flowers are required at every event because the majority of people enjoy them, and at weddings, flowers are dispersed everywhere, from room decorations to the bride's bouquet.

In fact, there's the tulip, which symbolizes real love (Van Dongen, 2010). This blossom exuded grace and beauty. Tulips are one of the most recognized farm flowers in the world and have long been connected with the Netherlands. Tulips are, in fact, one of the world's most popular inflorescence varieties.

Tulips symbolize as attaining perfection or deeply falling in love (Van Dongen, 2010). The most well-known connotation associated with tulips is that of flawless, passionate love. Tulips have been associated with love for decades due to their popularity. Tulips, which bloom in the early spring, are a symbol of new beginnings. The meaning of new beginnings here is when a man and a woman marriage, they will have a new life, a new beginning; having children, living together, and the list goes on (J. Kefalas, F. Furstenberg, J. Carr and Napolitano, 2011).

Consequently, the author would like to define marriage life, love, use tulip as the inspirations for the main collection. Thus, the collection inspired by how the tulip grows and wilt to define the relationship of marriage itself.

2.5 Wedding Gown

In certain etiquette settings such as weddings, a wedding gown is considered to be a dress (Luo, 2022). Small formal apparel such as a wedding dress is included in the term "dress" in this context. The bride's wedding dress, as well as all of the bride's bridal attire, is especially important. In English, the words "veil," "shelter," and "nun" all refer to the veil, while in Chinese, the term "wedding dress" refers to a garment derived from the western wedding dress, which is characterized by a hazy, colorful, light yarn.

The wedding gown is not only an artefact that expresses symbolism and bridal identity, but its aesthetic impacts the colour, appearance and design of many of the other wedding artefacts such as invitations, bouquets and bridesmaid dresses (Sykes and Brace Govan, 2015). The brides should be able to feel the greatest and most confident in their wedding day gowns. Trying to be someone they're not isn't wholesome, and it should be avoided at all costs. Since it's their special day, and they deserve to feel confident and ready to go, the brides should wear gowns that make you feel good about yourself (Harrington, 2018). Having experienced the sensation of "beautiful," which "should belong to every woman getting married," has helped Kingman get into the right mindset for her upcoming nuptials (Parkins, 2020).

2.6 Off-white Color for Wedding Dress

The author uses off white color for the wedding collection. The author would like to highlight about off-white color wedding dress in this chapter. Ivory and white wedding gowns comprise the majority of both traditional and contemporary weddings that use these colors. Both white and ivory are perfect for expressing the bride's purity, virginity, or innocence (Arini, 2012). Ivory is becoming more popular than white. An off-white shade such as champagne or cream can be used instead of ivory or white. Frequently, these colors are mistaken for ivory because they are so similar to it. When it comes to wedding attire, some brides prefer off-white hues, which symbolize innocence, over white and ivory because they feel too popular. There is a significant difference between a white and ivory wedding dress white is a pure, bright color devoid of other shades or tones. In direct sunshine, a white dress will appear almost blue. However, ivory has a faint cream undertone, making it appear warmer in color. Brides used to be expected to wear white wedding gowns, but that has changed in

recent years. On the other hand, Ivory wedding gowns are growing more popular than their white counterparts—the differences between white and ivory.

As far as colors are concerned, white is the only one with no other hues or tones. As a result, a white gown will appear almost blue in direct sunshine. However, ivory has a somewhat creamier style to it, giving it a more mellow appearance. It used to be the norm for brides to wear white wedding gowns, but that has changed recently. Contrary to popular belief, ivory wedding gowns are growing more popular than their snow-white counterparts. In terms of color, white and off-white continue to be the two classics most favored by prospective brides.

Ivory, sometimes known as "eggshell," this shade of white has rapidly become the most fashionable for modern brides. While still shooting as white, the creamy tone adds a sense of elegance. Some ivory dresses contain yellow undertones rather than a pure white appearance. If the idea of choosing ivory over a typical white makes you anxious, experts say marketing and wording have more to do with the attractiveness than the actual color. "People assume all ivories have a yellow or nude hue," explains Madison Blackburn, owner of a bridal boutique. "However, until told otherwise, most brides believe ivory is natural white on the rack."

2.7 WGSN – Wedding Gown Trend

Furthermore as for the wedding trend, a look at the newest future trends is required. WGSN assists the author in determining which trends are appropriate for the proposed collection based on the selected season. The author selected a wedding trend from Women's Wedding Party S/S 22 and Women's Evening Wear & Special Occasion A/W 21/22.

Women's Wedding Parties are the newest spring/summer 2022 wedding trend. This research noted that since the covid-19 epidemic, intimate weddings have become known for their expensive fabrics and multi-look wedding dresses. The author's research and investigation was motivated by the trend of multi-style bridal gowns.



Figure 2. 1 WGSN Women's Wedding Party S/S 22

Source: Author's Image

Figure 2.2 depicts an additional important WGSN report titled "Women Evening Special Occasion A/W 21/22." After only one year, this year's pandemic has demonstrated the necessity of holiday cheer. Create a selection that can be worn during the day and the evening. The clothing will be more enticing to customers if it has a longer shelf life and is more flexible. An up-and-down design is an excellent approach for demonstrating the versatility and allure of a piece.



Figure 2. 2 WGSN Women's Evening Special Occasion A/W 22

Source : Author's Image

The secret to establishing wardrobe staples that are worth the price is to prioritize quality over quantity. Enhancing them with a modern style and improving them with premium

materials would result in a price increase and satisfy the desire for lasting value. Figure 2.1 and Fig. 2.2 demonstrates that tiny dresses, along with draped dresses, striking tops, and volumous appearances, have gained popularity. As a result of these considerations, the design of the final result will be based on WGSN report.

2.8 Detachable

The word detachable comes from English, which can be released or removed. Detachable clothing has a specific part that can be removed and is usually the outermost part (Rahman, 2016). Detachable is a reversible style that consists of various clothing components that the wearer can attach and detach by mix and match the detachable pieces, this method enables the transformation of a single look into a variety of looks. The detachable design is created for multiple functions and adds to the practicality and simplicity of the outfit. The use of separable pieces in the author's collection, to create another looks for several wedding events.

2.9 Creating Silhouettes and Patterns

The collection's silhouette will strive to create a modern and straightforward design while including cultural nuances in the fabric manipulation. The collection's focal point will be the fitting waist, accentuating a woman's shape. The overall silhouette strives to provide a refined symmetrical effect in the big picture.

The garment will be constructed using both flat pattern drafting and draping techniques. Draping is a three-dimensional method of garment construction. Pattern drafting is used to create the base of the garment's bodice and design variations. The draping is done by directly molding fabric to the mannequin to generate a form-fitting pattern and visualize the finished shape and location of the silhouette; the author will explain details in the next chapter.

2.10 Fabric Manipulation

2.10.1 Pleats



Figure 2. 3 Pleats

Sources: Author's Image

Pleats are a fabric manipulation technique that involves stacking the cloth to give the extra garment volume. A pleat is a permanent fold in the clothing created by folding one part over the other and sewing across the top end of the fold. However, it can be done by machine or by hands. It is up to the designer to determine how the pleats are made. Knife pleats, box pleats, accordion pleats, and many other forms of pleats are available. They can be both inserted and inverted. Pleats increase the fullness of a paper (particularly the skirt). 2011 (Thames and Hudson Ltd.)

Pleats are a form of cloth fold that pleats can use to achieve a variety of styles. The fabric is folded back on itself to create an accordion-like appearance in a basic pleat. On the other hand, Pleats come in various shapes and sizes. Some are folded equally throughout, while others are folded in multiple sizes. While some pleats are ironed and straightened, others are more flowing. Tucks are pleats that are stitched into place, and tucks are often just used for aesthetics because they serve no use in fashion.

2.11 Demi Couture

According to Ginting & Nursari's (2019) presentation, demi-couture, often known as half couture, is a cross between haute couture and ready-to-wear apparel. Because demi-couture clothing needs a high level of craftsmanship, the quality of the materials used also contributes to the worth of demi-couture apparel. In this instance, the usage of high-quality

materials has the potential to be employed as a demi-couture fashion design, as luxury fabrics require a high level of craftsmanship, which influences their quality and relatively high price.

According to Kawamura (2004) Demi-Couture was created by couturiers in France by slightly loosening the rules of Haute Couture. Demi-Couture is a slightly modified form of Haute Couture with a different manufacturing technique but with good quality and a selling price that is more affordable than Haute Couture but higher than Prêt-à-Porter. To design a Demi-Couture dress, a design concept is needed, the author takes a design concept that is inspired by tulip flowers.