

FASHION AND ARCHITECTURE
"THE MALAYSIA FASHION HUB"
BUKIT BINTANG ROAD, KUALA LUMPUR

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Laporan projek ini dikemukakan sebagai sebahagian daripada syarat penganugerahan
Ijazah Sarjana Muda Senibina

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MARCH, 2004

A B S T R A C T

Architecture and fashion are both very subjective matters to be discussed. Does fashion needs architecture, or architecture needs fashion? Architecture of fashion, or fashionable architecture? Fashion is not just about clothing; it is a style and taste towards an identity and lifestyle. In the realm of fashion and architecture, shopping for fashion items, one is searching for a sense of one's own identity. Fashion is 'ephemeral', 'disposable' and 'fickle'. It not only emphasizes on the speed at which fashion moves but also the fashion industry's short attention span. The modulation of fashion shopping acquires more agility and more speed. In the local context, Malaysia is growing to be a city of Fashion. Kuala Lumpur is the starting point for the fashion industry. The fashion industry in Malaysia is very much influenced by international fashion style. For Malaysia to grow as a city of fashion, it must have its own style, identity and taste where it involves three elements, which are the Fashion, the Architecture and the People. The City of fashion includes the relationship of fashion and architecture and also the relationship with the urban setting and the people of the city itself. It is about finding ways to mediate the relationship between oneself, fashion, the architecture and the urban context as a whole. The thesis is to explore the potential of bringing fashion and architecture together by implementing the fashion program into Bukit Bintang road. The fashion program is to transform Bukit bintang road into a 'Fashion Street' and to create a 'Fashion City' with a 'Fashion Hub' that comply with the booming of the fashion industry in Malaysia and the needs of the shoppers. With the fashion program, Malaysia can be elevated as a fashion Capital in the international fashion scene and Bukit Bintang area as the main hub of the fashion industry of Kuala Lumpur and Malaysia.

A B S T R A K

Senibina dan Fesyen adalah subjektif untuk dibincangkan. Adakah fesyen memerlukan senibina atau senibina memerlukan fesyen? Senibina untuk fesyen atau fesyen untuk senibina? Fesyen bukan setakat baju; ia adalah satu gaya menuju satu identiti dan gaya hidup. Dalam alam fesyen dan senibina, membeli-belah bermaksud seseorang itu sedang mencari identitinya yang tersendiri. Fesyen selalu berubah. Ia bukan sahaja menekan pada kelajuan perubahan fesyen, tetapi juga perhatiannya yang singkat. Modulasi beli-belah fesyen perlu berubah dengan pantas. Dalam konteks tempatan, Malaysia akan menjadi satu bandar fesyen. Kuala Lumpur merupakan titik pertama bagi industri fesyen. Industri fesyen di Malaysia amat dipengaruhi oleh gaya fesyen antarabangsa. Bahi menjadikan Malaysia sebagai satu bandar fesyen, ia perlu mempunyai gaya dan identiti yang tersendiri yang termasuklah tiga elemen iaitu, fesyen, senibina dan manusia. Bandar fesyen merupakan perhubungan antara fesyen, senibina, bandar dan penduduk bandar tersebut. Tesis ini adalah untuk menyelidik potensi untuk membawa bersama fesyen dan senibina dengan mengimplementasikan program fashion pada Jalan Bukit Bintang. Program fesyen ini adalah transformasi Jalan Bukit bintang kepada '*Fashion Street*', dan mewujudkan '*Fashion city*' dan '*Fashion Hub*'. Dengan adanya program fesyen ini, Malaysia akan dilihat sebagai Kapital Fesyen antarabangsa dan Bukit Bintang sebagai pusat industri fesyen di Kuala Lumpur, Malaysia.