

ABSTRACT

OUTERWEAR FASHION DESIGN THROUGH CO-CREATION CONCEPT

by :

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*Urban women in Indonesia tend to adapt external styles in terms of dress, especially in the use of outerwear. According to the **Ministry of Cooperatives and UKM**, one of these factors is due to a lack of product innovation, so there is potential in terms of modification of the outerwear with a loose tide system. The method used for this design is through observation to import retail locations and local retail, distributing questionnaires online and offline, and making clothing modifications based on the SCAMPER technique. The results of this design are in the form of six outerwear with three different color combinations to give an example of an option to customers about the application of co-creation-based business concepts. Co-creation is a concept that gives freedom to the customers in determining the desired design but remains within the limits provided by the web, thus creating new value. Examples of brand co-creation are **Original Stitch (San Francisco)** and **I Wear Zule (Indonesia)**.*

Keywords: Loose tide fashion, Co-creation, Outerwear