

ABSTRACT

OUTERWEAR DESIGN FOR FLASHPACKER TOURISTS

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Traveling becomes one of the important needs of many people. So the type of tourist increases, one of them is the flashpacker that is in high demand in the modern era. Flashpacker uphold comfort and experience while traveling without forgetting attention to fashion styles. As interest in traveling increases, the popularity of leisure wear also increases. As for some local brands that are heading for leisure wear, they have in common is a high level of comfort and environmentally friendly products, but the lack of design variations on existing local brands, raises the potential to add variety to leisure wear designs for flashpacker needs. Pink beach is one of the popular destinations in the modern era, and it have a potential to make Pink Beach an inspiration. The beauty of pink sand comes from the coral reefs that live there. The color of pink beach is used as a color reference with jambal natural coloring techniques. Using natural fiber fabrics namely lyco linen and embroidery as a decorative element. This supports the needs of flashpacker who cares about comfort in dressing. From the result of this application, it was found there are business opportunities that could be a way to develop leisure wear designs for flashpacker.

Keywords: flashpacker, leisure wear, natural dye.