

ABSTRACT

DESIGNING WOMEN'S FASHION WITH THE CONCEPT OF SLOW FASHION ADAPTING FRUGAL LIFESTYLE AND THE BUSINESS OPPORTUNITIES IN INDONESIA

By:

Putri Merak Jingga Sameto

NIM: 1605174127

(Textile Craft Study)

The coronavirus disease outbreak has spread throughout the world, including Indonesia. Various industries have also felt the negative impact of the spread of the virus which has been designated as a pandemic outbreak, one of which is the economy which is predicted to enter the brink of recession. Therefore, in a pandemic like this, people are not only required to adopt a healthy lifestyle but also a frugal lifestyle to be able to continue to survive. A frugal lifestyle is a lifestyle that asks people to shop according to their needs and reduce their consumptive nature, for secondary to tertiary needs such as clothing, automotive, and hobbies. According to the results of interviews with several Indonesians who are active career women and have adopted a frugal lifestyle, they tend to buy goods with good quality but can last a long time. The term slow fashion comes as a form of consideration for the use of clothing for a long time and is timeless. This research uses quantitative research methods by collecting data in the form of literature studies related to frugal lifestyles and slow fashion, observation and interviews with several target active career women who have lived a frugal lifestyle, as well as exploration of materials, designs, according to the concepts and tastes of the target market. . The results of this product are aimed at active career women who often need clothes to be able to fulfill various events from casual to formal. In addition, the creation of local brand businesses with timeless clothing products is aimed at active career women. The development of women's clothing is in the form of products that suit consumer tastes and can be used for various situations from casual to formal with additional exploration such as patchwork that is still wearable, as well as business opportunities in Indonesia. In addition to considering the design, the materials used are materials that support the creation of timeless women's clothing, such as natural materials.

Keywords: *Frugal Lifestyle, Slow fashion, Patchwork, Business Opportunities*