

ABSTRACT

WOMEN'S FASHION DESIGN FOR WELLNESS TOURISM TREND

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Indonesia has great potential in developing Wellness Tourism as a tourist destination that offers many activities aimed at improving physical, mental, and spiritual well-being. This trend is increasingly in demand, especially for women who are looking for ways to overcome fatigue due to dense and active life. Wellness Tourism activities include yoga, meditation, retreats, spas, and other activities that support relaxation and improve the quality of life. As this trend continues to grow there is a need to differentiate women's clothing that supports the diverse range of activities within Wellness tourism. This study aims to identify the clothing needs of women tourists engaging in wellness activities, design clothes that prioritize comfort using SCAMPER method, and explore decorative elements that can be applied to wellness clothing. observe the need for clothing that is in accordance with Wellness Tourism activities. There has been no specific research that discusses and develops clothing for Wellness Tourism. The methods used in this research include trend analysis, observation, interview, and questionnaires. The outcome of this study is development women's clothing consisting a set of active wear for physical activities and resort wear for relaxation, with decorative elements through digital printing. These designs are expected to meet the needs of female tourists in Wellness Tourism activities.

Keywords: Wellness Tourism, Digital printing, Active Wear, Resort Wear