

ABSTRACT

FINAL PROJECT DESIGN REPORT

DESIGNING A MODIFIED KEBAYA COLLECTION AT THE JALEELA BRAND FROM LOMBOK

by

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Social media plays a big role in driving the emergence of new trends, including the fashion trend that is now favored by Generation Z. Generation Z is known as a generation that grew up in an instant culture and has a character that is fond of technology, flexible, smarter, and tolerant of cultural differences. Fashion trends that combine traditional and modern elements are proof that the younger generation has not completely abandoned their cultural heritage. One of the traditional clothing that is often combined is kebaya. Jaleela brand from Lombok comes as a pioneer of modified kebaya that is relevant to the current market taste. In a series of project design programs with Jaleela, the author acts as a fashion designer who is directly involved in the design process, from trend research, material selection, to prototype development. This activity is expected to enrich Jaleela's collection while contributing to the preservation of kebaya and opening opportunities to reach the international market.

Keywords: *Generation Z, Kebaya, Fashion Trends*