

ABSTRACT

DEVELOPMENT OF MULTIFUNCTIONAL MEN'S CLOTHING TO SUPPORT THE URBAN OUTDOOR LIFESTYLE AND ITS BUSINESS PLANNING

by

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This research aims to develop multifunctional clothing that supports the urban outdoor lifestyle, which is increasingly popular among modern men. With the growing demand for apparel that is not only stylish but also functional, this study explores innovative designs that integrate aesthetic and utilitarian elements. The methodology employed is qualitative, applying the design thinking approach in data collection, which includes interviews, observations of comparable brands, surveys of the target market, and literature studies from books and journals to support the research theory. The findings indicate a significant demand for multifunctional clothing suitable for various situations, ranging from daily activities to casual outdoor experiences. The proposed designs feature elements such as water-resistant materials, detachable pockets, and adaptability to urban outdoor social settings. This research is expected to contribute to the fashion industry by offering innovative and sustainable design solutions, along with effective business strategies for marketing the products.

Keywords: Textile manipulation, Multifunctional clothing, Business strategy, Urban outdoor lifestyle.