

## **DAFTAR GAMBAR DAN ILUSTRASI**

|                                                           |    |
|-----------------------------------------------------------|----|
| Gambar II.1 Macam-macam Garis.....                        | 12 |
| Gambar II.2 Color Properties.....                         | 13 |
| Gambar II.3 Hoodie .....                                  | 18 |
| Gambar II.4 Threadlab Studio’s Modular DIY Shirt.....     | 20 |
| Gambar II.5 Multifunction Leisure Wear Karya Liu Gui..... | 21 |
| Gambar II.6 Zipper Dress Karya Sebastian Grazuri .....    | 22 |
| Gambar II.7 Jaket Tipe Modular.....                       | 23 |
| Gambar II.8 Pleats.....                                   | 24 |
| Gambar II.9 Smocking.....                                 | 25 |
| Gambar II.10 Pintucks .....                               | 25 |
| Gambar II.11 Ruching.....                                 | 26 |
| Gambar II.12 Applique .....                               | 26 |
| Gambar II.13 Embroidery .....                             | 27 |
| Gambar II.14 Beading.....                                 | 27 |
| Gambar II.15 Patchwork .....                              | 28 |
| Gambar II.16 Quilting.....                                | 28 |
| Gambar II.17 Cutwork .....                                | 29 |
| Gambar II.18 Business Model Canvas.....                   | 34 |
| Gambar III.19 Humblezing .....                            | 45 |
| Gambar III.20 White Noise FM .....                        | 49 |

|                                                                             |    |
|-----------------------------------------------------------------------------|----|
| Gambar III.21 Logo SKPPRS .....                                             | 52 |
| Gambar III.22 Usia Responden.....                                           | 57 |
| Gambar III.23 Domisili.....                                                 | 57 |
| Gambar III.24 Status Pekerjaan .....                                        | 58 |
| Gambar III.25 Gaya Berpakaian Sehari-Hari.....                              | 58 |
| Gambar III.26 Aktifitas Outdoor.....                                        | 59 |
| Gambar III.27 Aktifitas Outdoor Yang Dilakukan .....                        | 59 |
| Gambar III.28 Warna Yang Diintai .....                                      | 59 |
| Gambar III.29 Pakaian Multifungsi .....                                     | 60 |
| Gambar III.30 Pakaian Multifungsi Yang Digunakan .....                      | 60 |
| Gambar III.31 Skala Dalam Fitur Multifungsi.....                            | 61 |
| Gambar III.32 Ketertarikan Konseo Pakaian Multifungsi .....                 | 61 |
| Gambar III.33 Skala Penting Desain Pakaian Multifungsi .....                | 62 |
| Gambar III.34 Tampilan Desain Pakaian.....                                  | 62 |
| Gambar III.35 Ketertarikan Busana Dengan Menerapkan Manipulasi Tekstil..... | 63 |
| Gambar III.36 Jenis Manipulasi Tekstil.....                                 | 63 |
| Gambar III.37 Preferensi Pakaian Per-Set .....                              | 64 |
| Gambar III.38 Alasan Prefensi Pakaian Per-Set .....                         | 64 |
| Gambar IV.39 Moodboard .....                                                | 79 |
| Gambar IV.40 Lifestyle Board.....                                           | 80 |
| Gambar IV.41 Desain produk .....                                            | 88 |
| Gambar IV.42 Hasil Kuesioner Terpilih.....                                  | 89 |

|                                                            |     |
|------------------------------------------------------------|-----|
| Gambar IV.43 Kemeja .....                                  | 89  |
| Gambar IV.44 Hasil Kuesioner Terpilih .....                | 90  |
| Gambar IV.45 Celana.....                                   | 90  |
| Gambar IV.46 Hasil Kuesioner Terpilih .....                | 91  |
| Gambar IV.47 Jaket .....                                   | 91  |
| Gambar IV.48 Techpack Kemeja.....                          | 92  |
| Gambar IV.49 Techpack Celana .....                         | 92  |
| Gambar IV.50 Techpack Jaket .....                          | 93  |
| Gambar IV.51 Pembelian Kain Di Tamim, Bandung .....        | 93  |
| Gambar IV.52 Pembelian Aksesoris pendukung Di Bandung..... | 94  |
| Gambar IV.53 Dokumentasi Produksi Celana & Jaket.....      | 93  |
| Gambar IV.54 Dokumentasi Pemasangan Kancing Jepret .....   | 95  |
| Gambar IV.55 Tempat Vendor Di Baltos, Bandung.....         | 95  |
| Gambar IV.56 Visualisasi Akhir Kemeja .....                | 95  |
| Gambar IV.57 Visualisasi Akhir Celana.....                 | 96  |
| Gambar IV.58 Visualisasi Akhir Jaket .....                 | 96  |
| Gambar IV.59 Test Dengan Target Market .....               | 96  |
| Gambar IV.60 BMC.....                                      | 99  |
| Gambar IV.61 Logo Brand .....                              | 102 |
| Gambar IV.62 Lebel Pakaian.....                            | 103 |
| Gambar IV.63 Care Intsruction.....                         | 104 |
| Gambar IV.64 Hangtag .....                                 | 104 |

|                                      |     |
|--------------------------------------|-----|
| Gambar IV.65 Thank You Card.....     | 104 |
| Gambar IV.66 Tas Serut Belanja ..... | 105 |
| Gambar IV.67 Akun Instagram.....     | 108 |
| Gambar IV.68 Akun Tiktok .....       | 108 |
| Gambar IV.69 Akun Website.....       | 109 |
| Gambar IV.70 Akun Shopee .....       | 109 |