

ABSTRACT

URBAN WOMEN'S FASHION DESIGN BASED ON STAYCATION TRENDS

by

ALEESHA THUFAILA

NIM: 1605213072

(Major Craft Textile and Fashion)

The importance of work-life balance is increasingly recognized in today's work environment, where various factors such as workload, organizational support, gender roles, and work culture influence the experience. Employees who achieve a balance tend to be more satisfied, enthusiastic, and engaged in their work. One way to achieve this balance is through the staycation trend, which involves a vacation within the city to relax and enjoy free time without the need to travel far. This phenomenon is becoming increasingly popular, especially among workers in large cities like Jakarta, with activities such as visiting local tourist spots or enjoying hotel facilities.

In the context of staycation, the need for comfortable and practical multifunctional clothing is essential, with options made from lightweight materials like cotton and linen that can be worn for various activities. Simple, elegant, and functional clothing designs support comfort and flexibility for individuals looking to enjoy their downtime. This research aims to explore the development of textile patterns in local fashion products, with a focus on women's wear designed for staycation activities. Two local brands, Sanje and Tokodidiyo, are known for their minimalist designs and the use of embroidery on cotton and linen, but this study seeks to introduce more diverse and innovative textile patterns that can enrich the identity and appeal of these products in the market, as well as open opportunities for design innovation in the local fashion industry.

Keywords: *Embroidery, Staycation, Womens wear.*