

## **ABSTRACT**

*Fashion style is one form of nonverbal communication that reflects a person's identity and personality. The advancement of technology in human life today has made it easier for people to search for and obtain various information, one of which is inspiration for dressing. However, unfortunately, this convenience is often not accessible to plus-size women, as most media tend to focus on showcasing fashion inspiration for women with standard body types. This research aims to design a mobile application that can help plus-size women gain fashion inspiration according to trends and event needs, as well as boost their confidence in their appearance. This study employs a qualitative approach with data collection methods through literature review, observation, and interviews, and applies the design thinking method in the application design. The collected data is then analyzed using a comparison matrix focusing on aspects of interface design (User Interface) and user experience (User Experience). This analysis aims to understand how to produce a mobile application prototype that can function optimally to achieve its main goal, which is to provide a solution for plus-size women in enhancing their dressing style to match their individual character. Thus, it is hoped that this application can become an effective solution in addressing various challenges faced by plus-size women in selecting and coordinating outfits.*

**KeyWords :***Mobile Application, Plus-Size, Fashion, Design Thinking, UI/UX*