

ABSTRACT

Design Thinking has emerged as a crucial approach for innovation in creative industries, yet its implementation patterns vary significantly across different sectors. This study investigates the implementation of Design Thinking among fashion Micro, Small, and Medium Enterprises (MSMEs) in an emerging markets' city, Bandung, Indonesia. A survey was employed to 327 fashion MSMEs. Data collection utilized a structured questionnaire adapted from established Design Thinking frameworks, measuring implementation across five stages: Empathize, Define, Ideate, Prototype, and Test. Results revealed a distinct pattern where fashion MSMEs demonstrated proficiency in early stages. This finding contrasts the implementation pattern of culinary sector. Therefore, it is suggested to apply the industry-specific approach in implementing Design Thinking. The findings contribute to understanding sector-specific challenges in Design Thinking implementation and provide practical implications for enhancing innovation capabilities in creative industry MSMEs.

Keywords: *Design Thinking, Fashion Industry, MSMEs, Emerging Markets.*