

ABSTRACT

DESIGNING FASHION PRODUCT ATHLEISURE SEMI FORMAL WOMEN FOR WORK ACTIVITIES

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Currently the enthusiasts of the athleisure trend are increasing because the trend combines a casual and sporty style that makes the wearer feel comfortable and look attractive at the same time (Jang, 2016). Cultural shift in the workplace, has made the athleisure trend more acceptable and enthused by people to wear sneakers and sweatpants to the office (Trefis, 2016). The tendency of working hours in Indonesia to reach 48 hours a week makes one's desire to wear athleisure clothes for comfort while working is getting bigger with the increasing number of offices that allow workers to wear free clothes everyday (Holland, 2017), however showing a tidy look while working is important because it gives the impression of reliable and trustworthy and shows respect, so at this time many companies that provide rules related to it for employees to keep showing the impression of polite and tidy despite wearing a free outfit while working (Heathfield, 2017).

Then, the fashion athleisure products collection which also refers to the semi formal fashion rules and in accordance with the needs of women who are active in daily activities such as working designed using the right material so that users can feel comfortable when using the products.

Keyword: trend, comfort, fashionable.