

ABSTRACT

DESIGNING WORK WEAR USING NATURAL FIBER FABRIC FOR WOMEN WITH THE TREND OF HEALTHY LIFESTYLE

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The healthy lifestyle trend is more and more used by Indonesian society, specially the urban citizen who applying the healthy lifestyle and practical, by using natural based product. The need of a lifestyle influenced the trend of clothes. The society tends to use clothes made of natural fiber because it was considered more comfortable, also environmentally and body friendly. Local brand designer responded to this lifestyle by creating leisurewear and casual wear. Those effort by the local brand seems not enough to fill the other need of the customer, which is a work wear. work wear made of natural fabric made for those who works in informal occasion. in this research student will design a collection of women work wear, by using natural fabric called plain tenun baduy or known as bodasan. the qualitative research methods are field literature study, observation, interviews and exploration. as a novelty value, exploration was done by using embroidery as a decorative element on the surface of the fabric, and the visual that was inspired by the Baduy tribe it self. in this research, student can find the opportunity to establish a new business to make a work wear brand with natural based fiber as material for women with the healthy lifestyle trend.

Keywords: Healthy Lifestyle Trend, Women Work Wear, Natural Fabric, Business Opportunity