

ABSTRACT

DESIGNING ACTIVEWEAR FOR BOULDERING SPORT TO URBAN WOMEN INSPIRED BY KARST BANDUNG

By

DARA AULIA MURTIANI

NIM: 1605152109

(Craft Textile and Fashion Study Program)

Healthy lifestyle has become a trend in society which makes an impact on the increasing demand of healthy lifestyle market, especially in outdoor sports activities. There are several outdoor sports activities that urban society delight to do, such as bouldering because there are many gyms and bouldering facilities in urban areas. Nonetheless, there is lack of local activewear manufacturers and brands that able to fulfill this activity demands, especially for urban women who do not prioritize function but leisure when it comes to wearing activewear.

The purpose of this research is to design more varied activewear in design, material, and color aspects based on forecasting trend in activewear industry to form business strategy.

This research is a quantitative and qualitative study with field observation on brands comparator and reference, literature study on books and journals to obtain history and theory as research guidance, and exploration on textile motif by digital printing.

Therefore, the author found business opportunity in this phenomenon and using business model canvas as a guidance of designing activewear inspired by Citatah Karst, Bandung, which has values of historical, cultural and modern climbing provenance in Indonesia.

Keywords : healthy lifestyle trend, bouldering, activewear, karst, textile digital printing