

ABSTRACT

READY TO WEAR CLOTHING DESIGN FOR HIJAB WOMEN FOR HERITAGE WALK ACTIVITIES

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Bandung has a variety of attractions, for example there are many historic old buildings that become tourist attractions. Along with the increasing interest of tourists in the history of the city of Bandung, history-lover community was born, namely the Community of Aleut, Bandung Heritage Society and Bandung Trails. The three communities have the same activity in introducing the history of the city of Bandung, namely the heritage walk. Heritage walk is an activity in the form of walking along the historic sites while introducing and telling stories about its history. Participants who participated in this activity amounted to about a dozen people and the majority were hijab women. Based on the results of interviews and experiences of the author, women who wear hijab who take part in this activity need clothing that is supportive in terms of comfort, function and aesthetics. However, there is no local brand that facilitates it. Therefore the authors see an opportunity to design ready to wear products for women who wear hijab to participate in this activity. The method used in this study is a qualitative method that is the study of literature, observation, interviews and exploration. Based on the results of observations and interviews that have been carried out, digital printing technique was chosen because it is most suitable as a decorative accent to display the characteristics of the historical sites of Bandung.

Keywords: heritage walk, ready to wear, hijab, digital printing.