

ABSTRACT

MODEST WEAR DESIGN FOR WOMEN WHO TRAVELED IN AUTUMN SEASON

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Modest is a fashion trend that has a modest ad not provocative style of dress. It's main characteristic is covering most parts of the body and obscuring silhouettes especially for woman. The rapid growrh of modest makes Indonesia as the second country that has a share in the modest field after Saudi Arabia. Along with the appearance of designer and local brands engaged in the modest field and have something in common, namely intersecting A-Line and is often used to travel abroad, especially in the four season including Japan and South Korean.

The purpose of this study is to add a selection of fashion ready to wear items to fill the needs of modest wear users when traveling. The method used is a qualitative method by observation of local brand that serve as reference and collection of literature studies as supporting theories. Experiments also carried out for the selection of materials and the use of manipulating fabric techniques such as pleats and ruffle as additional elements in clothing that is ready to sell.

Keyword : Modest wear, Traveling, Season, Manipulating Fabric, Pleats.