

ABSTRACT

OUTER DESIGN WITH THE CONCEPT OF MODEL TRAVEL WEAR FOR WOMEN TRAVELING IN THE AUTUMN SEASON

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Modest wear trends have developed rapidly in the world, one proof of its development can be seen from the phenomenon of Hi-End brands such as Dolce and Gabbana participated in launching modest wear, namely abaya for the collection of autumn / winter ready to wear 2016. Modest wear itself has the meaning of polite clothing and obscure silhouettes but differ from Muslim clothing which has certain conditions in its creation. Therefore the development of Modest wear in Indonesia is very fast because it is in accordance with the culture of Indonesian clothes who like polite clothes, so that it gives an impact that is the emergence of many modest wear brands and fashion show performances in Indonesia that carry the concept of modest wear. The phenomenon of modest wear makes the steps of the consumer community modest wear can be read easily, like one of them is to love the activities of traveling in the autumn season and the use of the concept of clothes layering, but there is still no brand in Indonesia that carries the concept of modest travel wear. Starting from there, the writer saw an opportunity to create a business and collection with the concept of

modest travel wear for women in the fall, in this study the authors created a collection by looking at the terms of explanation of modest wear and travel wear which could be in the form of materials, design concepts, etc. This study uses qualitative methods which include literature studies, field observations, interviews and exploration. To add to the concept of the collection, the writer uses local content of flying fish, which means freedom in accordance with the concept of women who like traveling activities. Therefore exploration uses embroidery, Plisket and digital printing techniques as decorative elements. In this research, the writer can find a new business opportunity to create a modest brand of travel wear for women who love traveling in the fall.

Keywords: Modest Wear, Modest Travel Wear, Traveling, Autumn, New business opportunities