

ABSTRACT

SALON AND SPA INTERIOR DESIGN WITH A LIFESTYLE APPROACH

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As one of the pillars in the creative industry sector, the beauty business sector provides a major contribution to the Indonesian economy, this statement is based on World Economic Forum data, it is known that fashion is one of the sub-sectors that dominates the economic contribution in the creative industry sector with the most labor occupations. . The beauty industry such as salons and spas are part of the creative industry that has been supporting the fashion industry. Along with the changing times that affect the lifestyle, beauty for modern women is a valuable asset so that it must always be maintained and cared for. Typically, salon and spa designs in Bandung seem to only prioritize functionality and aesthetic aspects. In fact, over time, the interior design of salons and spas also plays an important role in the satisfaction of visiting customers. So that in designing the interior design of salons and spas, you should not only prioritize function and aesthetics, but also answer the needs of female customers who are the majority of salons and spas customers, especially modern women who are interrupted by busyness and limited time, still need treatment, plus more. With the COVID-19 Pandemic phenomenon, the salon and SPA design must always be able to answer the existing challenges. So to answer the above problems, the article entitled "SALON AND SPA DESIGN WITH A LIFESTYLE APPROACH" is expected to answer the challenges that exist for the salon and SPA industry to be able to keep adapting to the times.

Keyword: *Salon and SPA, Lifestyle, Modern Women.*