

## **ABSTRACT**

### ***DAILY WEAR PRODUCT DESIGN FOR HIJAB WOMEN WHO ADAPT THEIR MODERN LIFESTYLE AND BUSINESS OPPORTUNITIES***

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*At the beginning of 2020 is an alarming year for all countries in the world, without exception Indonesia. This was due to the corona virus outbreak, which originated in Wuhan City, China, and spread throughout the world. To reduce the spread of this dangerous and deadly virus, forms of anticipation and government policies such as working from home result in changes in people's lifestyles and create new needs for some communities, one of which is a new need for people who implement modern lifestyles. Modern lifestyle is a change of society in all aspects of its life from traditional society to modern society. One form of modernization is in women who choose to work as a form of gender equality. Modern lifestyle can also be seen from the development of trends that can now be seen, one of which is the worship of hijab fashion, especially in Indonesia itself which is experiencing rapid improvement and development. During the covid 19 pandemic, modern women in hijabs who work from home are faced with the problem of clothing needs that are expected to make it easier for them when doing activities. Of these problems become business opportunities for clothing products needed by modern women in hijab who worked during the covid 19 pandemic. The purpose of this research is to find out new needs about clothing and can be found clothes with a practical daily wear concept that can facilitate modern women in hijab during WFH (work from home).*

*Keywords: Covid 19, Modern Lifestyle, Women in Hijab, Daily Wear, Business Opportunities*