

**ABSTRACT**  
**DESIGN OF DAILY WEAR FOR MALE MEMBERS OF THE**  
**NATURE LOVER COMMUNITY**

By

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*Male members of the nature lover community have an interest in outdoor apparel. The strong materials and functions offered by outdoor apparel are considered by male members of the nature lover community wearing outdoor apparel for their daily wear. However, outdoor apparel is apparel that is intended for the field and is not suitable for everyday use. With the right design and still maintaining the specifications of outdoor apparel, hoped that it can become the choice of daily wear for male members of the nature lover community. In this study, the applied method is a qualitative research method, with data collection methods through field observations, interviews with interviewees from community members and collecting related data from literature studies. The purpose of this research is to be able to apply elements of outdoor clothing to clothes outside of nature lovers' activities, with the result of this research is daily wear in the style of outdoor clothing and the specifications in outdoor clothing.*

*Keywords: daily wear, outdoor, male, community*