

ABSTRACT

PRODUCT DESIGN WITH THE CONCEPT OF SLOW FASHION FOR WOMEN WHO APPLY A SAVING LIFESTYLE AND BUSINESS OPPORTUNITIES

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This Thrifty lifestyle has the characteristics of tending to be careful in managing finances and considering future needs, as well as the needs of clothes worn in daily life, they are more selective in choosing clothes and considering their function or use. They need quality products, which are durable (timeless), basic, classic, simple and versatile whose aim is to be used in various occasions to save expenses. This is related to the criteria and principles of slow fashion. Women with hijab are often faced with urgency and are in a state of wearing short-sleeved clothes, so they need other fashion items to cover short-sleeved clothes. To support a thrifty lifestyle, these fashion items must be able to be used for a long time (timeless) and can be worn on various occasions. The methods used are qualitative and quantitative, namely literature studies, interviews, observations, questionnaires, and exploration in order to obtain data or information related to research. Based on the results of initial research, it is seen that there is a need for fashion products that are in accordance with the principle of slow fashion for women wearing hijab with a thrifty lifestyle as well as being a business opportunity because there is a demand from consumers. The final result of this research is the outer using cold and quality materials. The outer is made with a basic and simple design line so that it can be timeless and versatile. The technique used is the pleats technique to display retail on clothing. The product uses quality Toyobo cotton material, which is cool, lightweight, absorbs sweat, and doesn't wrinkle easily for daily use by hijab-wearing women so that they are comfortable to use in various activities and conditions. So that the end of this research is expected to help meet the needs of women who wear hijab as well as be used as a business opportunity.

Keywords: Thrifty Lifestyle, Hijab, Slow Fashion, Business Opportunities