

ABSTRACT

FASHION PRODUCT PLAN FOR LIVE MUSIC EVENT WITH DEEP HOUSE GENRE TOWARDS FREE LIFESTYLE WOMAN AND BUSINESS OPPORTUNITIES

By

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The spread of the COVID-19 disease has a broad impact socially, culturally, and economically as well as changes in the way people live and daily activities. Major changes occurred in almost all lines of social groups, including free lifestyle groups. Most of the perpetrators of a free lifestyle still carry out their normal activities to balance their lifestyle (live balance). Examples of polemics that are felt for the free lifestyle community are the culture of night party activities such as clubbing and live music. The live music program presents a more relaxed and slower musical structure, namely the deep house genre.

Then obtained keywords regarding the need for fashion products to enjoy live music events with the deep house genre, namely flexible and exclusive. Just as the character of deep house music has a more relaxed beat rhythm for dancing, flexible character is the right keyword to be applied to the product pattern pieces and the selection of materials used. The impression of exclusivity needs to be displayed as deep house is a slower music with a smooth appearance because there is no climax between rhythms making it a more mature, sensual, and exclusive metaphor than other electronic dance music genres.

Keyword : Live music, Deep house, Fashion product, Business Opportunities