

ABSTRACT

Sandals are one of the products that everyone needs, from children, teenagers to parents every day. Sandals are not only used to protect injured feet and keep them clean but also as a lifestyle. Over time, mindset and lifestyle make consumers critical and selective in everything, including in choosing sandals. Sandals undergo the development and change of model over time. As **"REDESIGNING SANDAL DESIGN USING PUZZLE CONCEPTS FOR GEN Z"** is one of the titles of the final task report, the purpose of this study is to determine the dissatisfaction, desire, and market demand for fashion and lifestyle products that continue to grow to get exclusive products. The method that the author uses in this design is to observe and search qualitative data. The purpose of designing this product is to focus on redesigning sandals using the concept of puzzle strap sandals as one of the innovations that can overcome existing problems, and also provide innovation in the form of sandals that can be removed from above to meet the needs fashion.

Keywords: Sandals, gen z, lifestyle, fashion, strap puzzle.