

ABSTRACT

Indonesia consists of several tribes with different cultures. Each Indonesian tribe has a different form of textile that reflects its culture. Ulos also have various motifs, each of which has a different meaning or function. By incorporating some Indonesian culture into companies or finished goods, the world of design products, especially in the fashion industry, continues to grow. In this case, the researcher wants to try to design an apparel brand product, namely a jacket wearing Ulos Batak Toba Cloth material which has great potential that can be applied to ready-to-wear clothing that has its own characteristics and so that people are more interested in casual clothes but with a combination model of Ulos Batak fabric that is not complicated with a minimalist concept, especially to support daily activities.

Keywords: *Ulos Batak, Type of Ulos Batak, Apparel*