

ABSTRACT

DAILY WEAR PRODUCT DESIGN AS A READY TO GO BUSINESS PLAN FOR WOMEN WITH HEALTHY LIFESTYLE

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The design of dailywear products as a business opportunity for Ready To Go products for women with healthy lifestyles is a daily product that uses natural fiber materials and has a slow fashion concept that is not affected by time and trends. In dressing, people who have adopted a healthy lifestyle will choose clothing materials that are friendly to the environment and are also not affected by trends for their bodies and the environment. This dailywear product with the Ready To Go design makes it easy for women to dress who is ready to go anywhere without having to change clothes first. This product uses a manual machine embroidery technique as the application of local content, namely Palm Java. From the problems described above, this study aims to develop fashion daily wear products with ready-to-go designs that have business opportunities to meet the needs of the target market for young adult women who adopt a healthy lifestyle. The development of daily wear is carried out because clothes with ready-to-go daily wear will reduce the purchase of clothes for several activities with designs that will be used for long-term needs.

In the process of making Ready To Go daily wear products, data collection methods using Literature Studies such as e-books and journals, conducted interviews with 2 resource persons who have used embroidery techniques in their field of work, conducted a questionnaire survey to find out more about a healthy lifestyle. , made the first observation to get natural fiber fabrics that are comfortable to use and suitable for traveling, as well as exploring to create innovative Daily Wear clothing for women, especially those who adopt a healthy lifestyle.

Keywords: Daily Wear, Natural Fiber, Slow Fashion, Healthy Lifestyle, Ready To Go, Embroidery, Business Plan, Palm Java.