

ABSTRACT

DESIGNING BASIC LEISUREWEAR PRODUCTS FOR WOMEN WITH A HEALTHY LIFESTYLE AND THE BUSINESS PLAN

By

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Currently, a healthy lifestyle has become an important part of some societies, the healthy lifestyle means a lifestyle that pays attention to health from inside and outside the body as well as regular exercise. In the implementation, a healthy lifestyle isn't only about eating habits or physical health, but also about other activities that effects mental health and also about being aware of what they wear on daily basis. To meet the need of lifestyle trends will also affect trends in clothing, people with healthy lifestyles are usually more aware of quality, safety, and health and also tend to be attracted to minimalist and eco-friendly clothing. This is the aim of this research to create business opportunities for leisurewear made from eco-friendly materials with minimalist cutting to help consumers to mix and match the clothes in the hope that consumers will stop buying clothes impulsively. This research uses qualitative methods through literature studies, observations, interviews, and exploration of natural dyes. The exploration that is applied to leisurewear uses a natural dyeing technique that adapts one of the local contents, which is Kepulauan Seribu, by taking motif of islands in Kepulauan Seribu. In this study, it is hoped that it can meet the needs of the female with a healthy lifestyle.

Keywords: Healthy Lifestyle, Leisurewear, Impulsive Buying, Natural Dyes, Business Plan