

## ***ABSTRACT***

### ***WOMEN'S DAILY CLOTHING DESIGN USING DY TYPE TECHNIQUE WITH MODERN LIFESTYLE TRENDS AND BUSINESS PLANNING***

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*The trend of modern lifestyle is a lifestyle that is contemporary or follows the times and likes practical things. Fashion as a choice of daily lifestyle can be expressed through various shapes, colors, and also its use. Fashion expression through color is one of the easiest choices with various types of characters that can be produced from colors and motifs. One of the coloring techniques with unique characteristics such as tie dye can express the personal style that someone wants to show. In this study, the author will design a collection of everyday clothing, using natural fiber-based fabric materials, namely viscose fabric. This study uses a qualitative method. The sources of data generated from the study of literature, interviews, observation, exploration, and questionnaires. This research resulted in designs in the form of daily clothing products that applied tie dye techniques with high durability and quality such as viscose rayon fabric with textile coloring, and carried out business designs using business model canvases.*

*Keywords: Modern Lifestyle Trend, Tie Dye, Natural Fabric, Business Opportunity.*