

Abstract

Activewear is a casual clothing style designed for sport or recreation activities. According to an article released by Global Business Guide Indonesia, activewear is one of the most dynamic categories in selling its products globally. In Indonesia, activewear has recorded a 10% increase since 2013 and is predicted to increase over the next few years. This activewear trend develops in all walks of urban society, regardless of their body shape and social level. However, major retail brands are still focused on selling their products to small and medium size (S and M). Research conducted by Sanjaja and Sudikno (2012) on Prevalence of Overweight and Obesity of Adult Population in Indonesia, concluded that urban people have BMI (Body Mass Index) above average where women aged 20-30 years old has a higher excess body weight than men. From here the authors read the market trends for curvy women at the size of L-XXL who need a variety of appearances by creating a fashionable urban activewear collection with inspiration taken from the sub-trend "Affix" taken from Indonesia Trend Forecasting book 2017-18. "Affix" trend is a variety of pairs and connecting techniques to combine different materials, game though materials that can enrich the look with neutral color composition. This collection is expected to help them in expressing themselves with solid-fashion matching activewear clothing that can be dismantled pairs to become superiors and subordinates and can show a stylish appearance. The final product that will be designed is aimed for urban women who have various activities everyday making them need clothes that can be used for any situations.

Keywords: urban, activewear, plus size, fashion