

## **ABSTRACT**

### **DESIGNING MOTHER AND KIDS WEAR AS LOCAL BRAND PRODUCT DEVELOPMENT CRAZY LITTLE PARTY CLUB**

By

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*The development of local brands is currently quite rapid with the presence of the LocalPride movement on social media which brings progress to the development of local products in the fashion sector, especially children's fashion products. At last year's Jakarta Fashion Week event, Cottonink and other local brands collaborated by releasing a collection of mother and child clothing designs. Therefore, the potential for developing children's products so that mothers can look harmonious with their children is increasingly being chosen by local brands, one of which is the growing local Bandung brand Crazy Little Party Club. Based on the results of interviews with the owner of the Crazy Little Party Club brand, the brand with the characteristics of playful, retro, color-blocking and meaningful motifs and illustrations wants to develop a variety of products in the form of ready to wear mother and child clothing products according to the needs of the Crazy Little Party Club brand. The research method used a qualitative method, with data collection techniques namely literature study, observation, interviews and exploration. The purpose of this research is to create new product variations in the Crazy Little Party Club brand, by applying motifs using the development of recalatar techniques to mother and child clothing products using the SCAMPER method. The output of this research results in the design of ready to wear clothing products for mothers and children according to the target market in the brand by applying geometric motif inspiration using a combination of digital printing and embroidery techniques..*

**Keywords** : *Mother and Kids Clothing, Motifs, Local Brand, Crazy Little Party Club, SCAMPER Method*