

ABSTRACT

The rapid development and trend of fashion make fashion production redundant. The production process as well as the waste of these clothes not only adversely affect the environment, but also public health. Bad impacts such as water pollution and global warming will certainly affect the quality of life of the community. This study focuses on the design of information media aimed at adolescents as the most users of fashion products compared to other age groups. Research data were collected through interviews, observations, literature studies, and questionnaires to 112 respondents. The results of the descriptive analysis show that respondents understand the impact caused by fast fashion on the environment. However, the lack of exposure to educational media about capsule wardrobe makes respondents proceed to follow the current fashion trends. That being said, educational media about the impact of clothing waste on the environment has not provided practical solutions to overcome these impacts. Therefore, the design of this information media aims to educate the adolescent to use the capsule wardrobe lifestyle as a solution to reduce environmental waste.

Keywords: capsule wardrobe, fast fashion, lifestyle, environmental damage, information media