

ABSTRACT

DESIGNING CHILDREN'S ANORAK OUTERWEAR WITH COLOR BLOCK THEME FOR SUGACOAT STUDIOS BRAND WITH SCAMPER METHOD

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The development of local brands is caused by Indonesians who have begun to appreciate local products, which has become a movement with the hashtag #LocalPride. One of them is Sugacoat Studios, a local brand located in Bandung established in 2021 which focuses on producing special bags for children with age categories. Based on the results of interviews with the owner of the Sugacoat Studios brand, it is necessary to develop a new product design variant in the form of outerwear with the type of anorak jacket for children as a complement to appearance when children are active outside the home. Observation of children's brands such as Maison Elmesa and Little Puca, shows that anorak jackets have a casual style with the application of color block themes. The method in this research is qualitative, with data collection techniques namely literature studies, interviews, observations, and the design process. The outerwear design process uses the SCAMPER technique with the inspiration of the color block theme as the main element in outerwear. The output of this research is to develop a design variant of anorak outerwear for children aged 4-6 years with a color block theme by the Sugacoat Studios brand character, namely cheerful, colorful, fun, and playful.

Keywords: *Children's Anorak Outerwear, Color Block, Local Brand, Sugacoat Studios, and SCAMPER.*