

ABSTRACT

DESIGNING ATHLEISURE WEAR FOR REMOTE WORKING WOMEN WITH A PASSION FOR SPORTS AND ITS BUSINESS PLANNING.

By

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The Covid-19 pandemic has introduced the Work From Home (WFH) lifestyle, which later adapted to remote working as the pandemic subsided. Remote working itself has its strengths and weaknesses. However, remote workers tend to have higher work flexibility and focus with fewer distractions. Women who work full time remotely have diverse daily activities, including tasks outside the office and regular exercise. They are seeking comfortable and fashionable clothing to accommodate their various activities, including working, exercising, and socializing. Athleisure wear has become a popular fashion trend as it is suitable for various occasions. The objectives of this study are first, to develop appropriate athleisure wear designs for women who work full time remotely and have a passion for sports; second, to understand the functional needs, style preferences, adaptability, and alignment with the healthy lifestyle of women who work full time remotely and enjoy sports; and third, to design a sustainable business targeting the athleisure wear market. The proposed strategies include focusing on material quality and product construction, adaptive functionality, fashionable aesthetics, and alignment with a healthy lifestyle using a semi-qualitative research method involving data collection through literature review, interviews, observations, explorations, and questionnaires. Based on the interview, observation, and questionnaire results, it is evident that athleisure wear design should prioritize comfort, flexibility, and functionality. The target market for this research consists of women who work full time remotely and lead a healthy and active lifestyle. They require clothing that can be used for various daily activities, durable and wrinkle-resistant materials are essential, and the design should incorporate plenty of storage for practicality. Color choices and design techniques should align with the preferences of the target market, which favors sporty casual styles with neutral colors.

Keywords: remote working, athleisure wear, healthy lifestyle