

ABSTRACT

FASHION PRODUCT DESIGN AND DEVELOPMENT WITH PUNK STYLE INSPIRATION AND BUSINESS PLANNING

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Punk style is one of the styles that has been popular since 1970, and is back in 2021-2024. There are many collections of foreign brand clothes such as Attitude Clothing, Pirosmeni Studio, and Person Soul. Based on the phenomena that occur, this study explores the development of the punk trend that continues to attract attention, especially among teenagers, and uses painting techniques that create new and innovative visuals. This research method uses a qualitative approach with data collection techniques through literature studies, observations, and distributing questionnaires to the target market. The results of this study are streetwear fashion designs that adapt the punk style, complete with a business model for its sales strategy. This study succeeded in creating a design that integrates painting techniques with punk elements, producing unique and artistic fashion products, and reflecting the freedom of expression that is the core of punk culture. Business planning for the products produced is prepared using the Business Model Canvas (BMC) that is in accordance with the needs of the target market

Keywords: Punk style, Streetwear fashion, Painting techniques, Business opportunities.