

ABSTRACT

In the modern era, filled with practical and instant things, globalization has brought positive impacts. However, there are also negative impacts that affect the sustainability of Nusantara culture and the interest of Indonesian youth in local clothing brands. This is also driven by the stagnant nature of the local clothing industry, leading young people to prefer foreign clothing brands with strong identities as a standard of fashionable and trendy dressing. Therefore, it is necessary to design an innovative clothing brand to re-attract the interest and attention of young people towards local clothing brands that should be supported by local people, while utilizing velcro patch innovations to help preserve the Nusantara culture that is slowly fading.

Based on this phenomenon, the author conducted a study aimed at understanding the internal and external factors causing this phenomenon, in order to design a solution that is supported by concrete and accountable data. The research was conducted through interviews, surveys, and literature studies. These three methods will help design an innovative clothing brand that utilizes velcro patches to preserve Nusantara culture.

Keywords: *Clothing; Globalization; Local.*