

## **ABSTRACT**

### ***FINAL PROJECT DESIGN REPORT***

### ***DESIGNING A SPECIAL COLLECTION FOR HIJABCHIC'S 14<sup>TH</sup> BIRTHDAY IN 2025***

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*Globalization has driven the growth of the modest fashion industry in Indonesia, particularly for local brands such as Hijabchic, which presents its annual “Birthday” collection as a reflection of innovation and brand identity. The main challenge in developing this collection is aligning Hijabchic's identity with global trends and the ever-evolving needs of consumers. As a solution, the special 14th Birthday 2025 collection was developed using a data-driven approach based on product performance and WGSN 2025/2026 trends. The brand's identity was analyzed through website user demographics, consumer preferences from social media surveys, and mapping of favorite designs and products. The results showed that the majority of consumers are women aged 25–34, with a majority residing in Jakarta. 63.4% purchase based on design, and the most popular product is tops. The collection designed based on this data received positive feedback in market testing. The data-driven approach proved effective in creating a collection that is relevant, competitive, and consistent with the brand's values.*

**Keywords :** *Modest fashion, Brand identity, Birthday 2025 Collection.*