

ABSTRACT

DESIGN OF ADJUSTABLE WORKWEAR BASED ON CAPSULE WARDROBE CONCEPT FOR CORPORATE WOMEN AND ITS BUSINESS PLAN

by

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The implementation of capsule wardrobe methods provides a solution for meeting daily clothing needs while helping individuals present a professional self-image without requiring excessive amounts of clothing. Specifically for corporate women, the need for flexible work attire that maintains daily appearance variation remains a challenge. This research aims to develop a fashion business by presenting a series of products equipped with adjustable features to optimize clothing appearance aligned with capsule wardrobe concepts. The research method employs a qualitative approach with design thinking to generate innovative solutions. The research results comprise a series of semi-formal work attire with adapted capsule wardrobe 3-2-1 formula: three tops (shirt, blouse, vest), two bottoms (pants and skirt), and one outerwear (blazer) with adjustable features using drawstrings, stoppers, buckles, and buttons. Products are designed with cool and sweat-absorbing materials and versatile designs that are easily combinable. Business strategy is developed with Medium Price-High Innovation brand positioning targeting corporate women through key activities of styling cards and market research. This research contributes to providing practical solutions for corporate women who need formal attire with high flexibility and clothing investment efficiency.

Keywords: adjustable, work attire, capsule wardrobe, corporate women