

ABSTRACT

The fast fashion industry moves so fast that it has a negative impact on the surrounding environment. People easily buy new fashion products to follow existing trends. So that the number of clothes slowly increases and some become unused. Recently, a trend has emerged, namely preloved fashion, where they sell their used clothes and sell them according to the value of the product that is equivalent to the quality of the product. Many students have carried out these activities, creating new business spaces and creating great opportunities to create special websites to sell preloved clothes. Of course, by thinking about the problems of the needs of the community as prospective users later. By using the Design Thinking method, it helps this design run well and makes it easier to design the website from the UI / UX side. This writing aims to design a prototype of a preloved fashion e-commerce website to reduce the negative impacts of fast fashion. With this website, it is hoped that it can provide solutions that make it easier for the community and create new business opportunities for students or students. As well as helping to stabilize the fashion industry from the negative impacts of fast fashion.

Keyword: Design Thinking, Fast Fashion, Preloved Fashion, UI/UX, Website