

ABSTRACT

This research aims to develop a streetwear fashion information website specifically designed to boost fashion trends in Indonesia. In an increasingly digital era, the presence of an effective online platform is crucial for local brands to compete in a broader market. This website will serve as a comprehensive information hub, showcasing the latest fashion trends, product reviews, and other engaging content relevant to the Indonesian fashion industry. The website development methodology involves a user-centered design approach, focusing on an intuitive interface and an engaging user experience. Key features to be implemented include a searchable product gallery, personalized recommendation systems, and social media integration. Additionally, the website will be optimized for search engines (SEO) to improve online rankings and visibility. It is expected that the development of this website will have a positive impact on Indonesian local clothing brands, enabling them to reach a wider audience and increase brand awareness both locally and internationally. By providing an informative and engaging platform, this website also aims to disseminate information about the Indonesian fashion industry as a whole.

Keywords — Fashion Websites, Fashion Trends, Streetwear, SEO, User Experience, Local Brands.