

ABSTRACT

Normcore is the ability of humans to adapt to the environment and the people around them to build a vast and real connection with them. In the world of fashion, Normcore known as a fashion look that plain and simple. If adapt is one of the main keys in Normcore then there is a material in the fashion world that has been able to adapt well from time to time, namely Denim. Normcore philosophy associated with denim is the reason this material is selected, to be developed in a fashion look Normcore to provide added value in fashion Normcore. Ready to wear clothing selected as the media to present Normcore and denim. This study aims to introduce the fashion look Normcore in the Indonesian fashion industry, because Normcore still considered very new in the world of fashion Indonesia.

The method used in this study are the study of literature through books, magazine articles, and the Internet to collect data of Normcore, Denim and Ready to Wear, , data analysis and exploration of the material to create interesting detail in the design of the collection.

The conclusion of this study is to create a design on the theme of "A Simple Smart Nornims" consisting of 6 ready to wear clothing that adapts Normcore fashion look with denim that has been processed using bleaching techniques, felting, embroidery and patchwork.

Keywords: Normcore, Denim, Ready to Wear