

ABSTRACT

Started from the big problem of increasing number of plus size women in Indonesia. The problem arises because in this present era there is a convenience and a practical way to get food. Besides the problem of increasing number of plus size women, there is another problem of plus size women concerning fashion. Indonesia has a Muslim majority population, thus, there are a lot of people adapting the rules of Islam on their fashion. In the end, many plus size women have trouble finding a Muslim clothing that suits the size of their body and comfortable to wear because of lack of fashion brand that accommodate the needs of Muslim fashion for plus size women. The problem became a huge business opportunity. One of the fashion brands that responded to these business opportunities is Valisha brand. This research helped Valisha brand in designing ready-to-wear Muslim dress for plus size women. This study were using literature study method by collecting data sources from books, literatures and reports related to the research problems and experimental method by conducted experiments on design techniques and design patterns. The final products were ready-to-wear Muslim clothing for plus size women by establishing Valisha brand's characteristics, namely, casual style, line pattern and romantic color. In order to create ready-to-wear Muslim fashion comfortable to wear for plus size women and to match the trademark of Valisha brand, the clothes were created by designing the pattern cuts, confirming the detail line on the design patterns using fabric pieces and making vertical line motifs altogether with the organic lines using digital printing techniques .

Keywords: *Muslim fashion, ready to wear, plus size women, Valisha brand*