

ABSTRACT

Mothers in this modern time face a more complex challenge than in previous years. This same challenge was faced and perceived by three best friends, (Ninit Yunita, Shinta Lestari and Thalia Kamarga), leading them to establish an online forum called The Urban Mama in 2010. This forum served as place for online communities to share activities, knowledge, experiences and information on the topic from parenting to children's fashion and styling for the followers of theurbanmama.com or commonly known as Urban Mama. On theurbanmama.com, a specific page is dedicated on the forum which discusses and shares ideas on fashion and styling. It usually displays style and fashion for girls aged between 1-3 years old. It has shown tendency that they mostly wear animal and geometric patterned simple outfits. Based on this activity on The Urban Mama whose children's fashion and style are often shared on their social media, it has become an opportunity to design a new variation of pattern that can be accepted in the fashion industry and fits The Urban Mama's taste in fashion. The methodology that is used in this research is Qualitative Method through observations, interviews, and literature study techniques. The result of the design pattern for girls aged 1 to 3 years is one of the efforts to support The Urban Mama's sharing activities in their social media and communities following its forum. This design pattern is expected to be able to fulfill the Urban Mama's needs. The Urban Mama is expected to own a unique, eye-catching, simple and attractive patterned outfit for girls worth displaying and shared in all The Urban Mama's social media.

Keywords : casual, outfits , pattern, ready to wear, urban mama