

ABSTRACT

ACTIVEWEAR DESIGN BASED ON SUB-TREND “LURE” FROM ISPO TEXTILE TREND FORECAST S/S 2019

(Case Study: Urban Society with a Healthy Lifestyle Trends)

By

Name : Tiara Larissa

Student Number : 1405134003

Healthy lifestyle is becoming a trend for urban society, they attempt to minimize the risks of disease and be able to enjoy their life, basically it is not only related to the physical, but also mental and social well-being. The development of the fashion industry currently influenced by the healthy lifestyle trend and has improve a demand for sports apparel that can support healthy lifestyle trend. It became the reason of this research in the developing activewear to highlight the artistic values through the design of a textile materials and a product.

This research conducted with a qualitative methods and data analyzing by journals, books, field surveys, and experimentation on textile materials and design for activewear.

activewear is designed by adapting the concept of textile trenforecast for spring/summer 2018 about sportswear materials that can be developed with a variety of surface design techniques and can provide the needs of the fashion trends for urban society with a healthy lifestyle, also can follow the cycle trend , and expand the artistic value.

Keyword : healthy lifestyle, trend, activewear, digital textile design