

ABSTRACT

PATTERN DESIGN EXPLORATION FOR MOM AND KIDS PAJAMAS COUPLE

By

ENDAH SAFITRI

NIM: 1605140051

(Program Studi Kriya Tekstil dan Mode)

The popularity of matching pajamas for mother and kids has steal an attention in Indonesia Fashion Week 2017. From many others matching clothes, pajamas is one of the clothes that has potential to be developed, because the pattern of pajamas on the market are still seasonal. This research is made to design matching pajamas for mother and kids with the timelees pattern.

Qualitative method applied for this research by doing the study literature of timeless pattern, in this research is Marimekko pattern. The characteristic of Marimekko pattern used as reference to create textile pattern with different inspiration. The pattern applied through digital print, with cotton premium and cotton sogo as the main material. The textile exploration result then developed and applied into a matching pajamas for mother and kids based on analyzing target market and brand competitor as one of the approaching method.

This research will bring the new design of matching pajamas for mother and kids with the characteristics of Marimekko pattern. The creation of this textile pattern aims to the pattern that applied to the pajamas is timeless.

Keywords: Pattern, Pajamas, Matching clothes, Marimekko, Timeless.