

ABSTRACT

Activewear Clothing Design Based On Trend Forecasting 2019/2020

By

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The rapidly changing trend of fashion is supported by the 2019-2020 trend forecasts issued by ISPO Textile Trend. There is a trend report titled "Mega Trends" which has a sub-trend with the title "Moment" which discusses the millennial generation that is increasingly aware of the goods that can be used as image or wake personality. One form of behavior is the activity of using activewear clothing.

Activewear is a clothing that focuses on comfort, function and material as well as an attractive lifestyle in interest, information and special activity with self-image. In its development, the inclusion of active clothing trends to Indonesia is motivated by public awareness of healthy lifestyle, where the people of Indonesia began to realize that health is an important asset.

The method used in this research is the exploration of design variations on the activewear clothing according to the design constraints obtained by the survey method which is then developed through the SCAMPER technique. Further exploration will be made on the design on the activewear clothing so that it can obtain a significant design. The results of this research will be used as an activewear clothing product which is expected to increase the variation of activewear dress in accordance with the interest and interest of the Indonesian people and provide inspiration or input especially for the businessman in the field of fashion industry to add variety from the design of the activewear clothing.

Keywords: *Activewear, Lifestyle, SCAMPER.*