

ABSTRACT

DESIGNING SEMI FORMAL APPAREL FOR WOMAN WITH CONVERTIBLE CONCEPT

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With the increasing number of career woman in Indonesia, it also increases the needs of their's clothing syle to improve their confident. As a support for dynamic lifestyle, career woman need a clothing that is practical and simple, which can support their appearance to create a few different looks only from one outfit orit called convertible concept.

Qualitative method applied for this research by doing the observation to brands that made semi formal apparel, did a survey to a few career woman, and also doing study literature of Covertible concept. Then designing semi formal apparel with Tri Acetate Polyester Dyed Dobby as the main material. The result of the exploration create a new semi formal clothing which create a few different looks.

This research produced a semi-formal clothing with convertible concept that can give a few different looks without eliminate the main function of the clothing.

Keywords: *Career Woman, Semi-Formal, Convertible.*