

ABSTRACT
ACTIVEWEAR OUTDOOR SPORTS FASHION DESIGN WITH MOTIF
WEAVING LOMBOK FOR URBAN WOMEN

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Today's healthy lifestyle trends are carried out in various ways including exercise. Health is the second priority in millennial life after family. Outdoor activities such as mountaineering have recently become a new cultural trend for nature lovers and urban communities. Mount as a tourist attraction crowded by climbers such as Mount Rinjani, Lombok because Mount Rinjani has been designated as a world geopark, the increase in status makes changes in the area of Mount Rinjani increasingly promoted to the international community, on the other hand, mountaineering equipment becomes crowded and increases production for outdoor peratal needs. The demand for outdoor equipment will continue to increase but the choices available in the Indonesian market are still lacking and also less innovative in terms of design and aesthetics and become an obstacle for activists of this outdoor activity. Therefore, the author is interested in creating fashion activewear because according to the designation of clothing activewear is a clothing that is comfortable to wear for sports activities but also comfortable to wear for daily activities. Busana activewear which will be created involves local wisdom from the surrounding culture, namely Lombok ikat weaving culture that is usually worn by climbers with the aim of creating activewear clothing with a more varied design and following trends in terms of models and motifs.

Keywords: healthy lifestyle, trends, activewear, outdoor sports, digital printing