

ABSTRACT

APPLICATION OF GEDOG WEAVING FABRICS ON FASHION READY TO WEAR BASED ON HEALTHY LIFESTYLE TRENDS

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The pattern of life "back to nature" has become the trend of the world community. This lifestyle is based on everything that comes from nature is good and useful and guarantees a balance between humans and nature. In fact, the product trends in environmentally friendly products are developing. Even though lifestyle trends and the number of requests for environmentally friendly or organic products are increasing, Indonesia is still relatively small in availability. Seeing the existence of business opportunities, this study aims to be able to design a fashion business that can answer the needs of consumers who live a healthy lifestyle "back to nature", namely fashion products that are environmentally-friendly. The results of this study are manifested in the form of ready to wear collections using traditional Indonesian textiles Gedog woven from Tuban Kerek which can answer consumer needs, namely textiles with natural basic ingredients, namely cotton fiber.

Keywords: *Healthy lifestyle, Gedog woven, Ready-to-wear*