

**ABSTRACT**

***MODEST WEAR DESIGN FOR WOMAN WHO TRAVELED TO SPRING  
SEASON AND THE BUSINESS OPPORTUNITIES.***

*By:*

**GITA LARASATI**

**NIM: 1605164029**

**(PROGRAM KRIYA TEKSTIL DAN MODE)**

*Modest is a concept that make a regulates how to dress someone to look polite and civilized. Modest clothing itself has its own criteria for its users, such as covering and obscuring the silhouette for the body does not look curved and closed. Indonesia is currently the largest modest fashion market in Asia and compared to other modest fashion-producing countries, Indonesia's design modest products is having more character and varied. This is also accompanied by the growth of local brands that issue fashion collection lines with modest wear labels whose products are often used by women to travel to countries in four seasons, such as South Korea and Japan.*

*The purpose of this study is to utilize the needs of travel wear clothing with a touch of modest wear with varied types and ready to sell. The method used is qualitative by observing the brand as well as a literature study of the theory needed. As well as experiments used to analyze the material used as well as laser cut and embroidery techniques as decorative elements in clothing.*

*Keywords: Modest Wear, Four Season, Travel Wear, Laser Cut, Embroidery.*