

ABSTRACT

PATTERN DEVELOPMENT IN ZUMBA ACTIVEWEAR CLOTHES FOR WOMEN WITH HEALTHY LIFESTYLE IN BANDUNG

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Bandung's people have recently started to eat healthier food due to the evolving healthy food trend, and thus they have begun to understand the benefits of a healthy lifestyle that has led to the emergence of many outlets in Bandung that promote healthy lifestyles. Besides food, there are also activities to support the healthy lifestyle such as a Sport Studio. Healthy lifestyle enthusiasts are individuals who have workplace practices that have quite dense working hours. Apart from food, they started to realize adopting a balanced lifestyle, even with exercise. Zumba is one of those. Zumba is a vibrant and lively exercise. This is the main reason to the research, which would be to create activewear clothing for healthy lifestyle practitioners in Bandung using digital printing techniques for Zumba workout.

This research uses qualitative methods and analysis through literature studies, data seeking from journal and books, also doing observations, and exploring textiles and activewear designs.

In producing these activewear, the designer adapted the concept from the trend forecasting that is a sportswear with surface technique to fill the needs of fashion for the people that implements these healthy lifestyle, to keep up with Art Deco and also to have the artistic value.

Keywords: healthy lifestyle, activewear, digital printing, art deco, tencel