

ABSTRACT

The trend of a healthy lifestyle is one of the lifestyles that have been implemented by many people in almost all over the world, including Indonesia with different ages. The healthy lifestyle that is implemented varies, from diligently exercising, managing stress well, to adopting a healthy diet. People with a healthy lifestyle are not only aware of body health, but are also aware of the environment around them. This affects their activities in dress. People with a healthy lifestyle tend to choose clothes with natural materials that are good for the body and the environment and can be worn for a long time. With the Covid-19 pandemic which has changed almost all aspects of life, most people are required to carry out their activities at home only, in order to break the chain of Covid-19 distribution. This certainly has an impact on the clothes they use. During various activities in the house, clothes that needed are comfortable to use in the house and still stylish when worn. Home wear clothing is one of the most popular trends during the Covid-19 pandemic. Home wear clothing using natural materials and with an all sized fitted design, can be aimed at young adult women who adopt healthy lifestyle trends that work formally or informally. In this study, the authors will design a home wear outfit for young adult women based on natural materials, with an all sized fitted design that can be used for a long period of time. The research used mixed methods, namely qualitative and quantitative, which included literature studies, interviews, observations, questionnaires and exploration. The exploration was carried out using embroidery techniques with motifs inspired by the local content raised, namely the culture of eating fresh vegetables which is implemented by the Sundanese community. In this study, the authors found a new business opportunity to create a home wear brand with natural materials to meet the needs of young adult women who adopt a healthy lifestyle.

Keywords: *Healthy Lifestyle, Young Adult Women, Home Wear, Slow Fashion, Business Opportunity.*