

## **ABSTRACT**

### ***Design of Ready to Wear office wear for Women in The New Normal***

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*In the new normal, outdoor activities have been resumed such as work and social activities. For women office workers with a lifestyle free of the need for social like hanging out with friends after office hours is a time to unwind. Given the current time restrictions in some public places, it takes work clothes that can support the mobility of the wearer, a fit to wear at various times and places such as when working and gathering, the ease of the wearer to mix and match with clothes that already have, changing the style of dress easily will have a good business opportunity in the new normal. The research uses quantitative and qualitative methods such as literature studies, questionnaires, interviews, observations and explorations. To realize fashion products, the design style applies elements of space and the principle of unity with simple pieces and the use of natural colors, the use of box pleat and inverted pleat techniques applied to plain woven materials can provide additional ornaments without disturbing the overall look.*

*Keywords: new normal, free lifestyle, women's work clothes ready to wear, business opportunities.*