

ABSTRACT

DESIGN OF CHILDREN'S LOUNGEWEAR PRODUCTS WITH SLOW FASHION CONCEPT AND BUSINESS OPPORTUNITIES

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Healthy lifestyle applied by some people long before the Covid-19 pandemic is accustomed to start using natural-based products that are environmentally friendly. They began to dress using natural fiber fabric material because it is considered more environmentally friendly. This concept of dressing fits the concept of slow fashion that pays attention to the quality of materials, does not follow trends, and the cycle of long use of clothing. Application of the concept of slow mode in children, tends not to pay attention to the size that corresponds to the age should be. The efforts of local producers are still lacking to meet the application of slow mode for consumers by being able to use for a long time and adjust the growth of children. In this study the authors will design a collection of children's clothing loungewear using fabric materials made from natural fibers eucalyptus that is tencel fabric 100%. This research uses qualitative methods including literature studies, field observations, interviews and exploration. As a novelty value in this study using patch embroidery techniques as decorative elements on the surface of fabrics with visualization of local fruits typical of Indonesia. In this study, the authors were able to find new business opportunities to create children's clothing brands that use natural fiber fabric materials and adjust the needs of consumers in the application of the concept of slow fashion loungewear dressing.

Keywords: Healthy Lifestyle, Children's Clothing, Slow Fashion, New Business Opportunities