

ABSTRACT

ATHLEISURE OFFICE WEAR PRODUCTS DESIGNAND BUSINESS OPPORTUNITIES FOR WOMEN WITH HEALTHY LIFESTYLE

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A healthy lifestyle has become an important part of some societies today, a healthy lifestyle that is applied by paying attention to health from inside and outside the body and exercising regularly. Healthy lifestyle is not always related to the physical, but also the environment. During the current covid-19 pandemic, it requires almost all people to minimize activities outside the home to reduce the spread of covid-19, with the implementation of Work From Home and Work From Office for female office workers, but this is not a barrier for them to apply style live healthy by exercising every day. This also has the effect of changing the way they dress. This is the aim of this research to create business opportunities for office wear athleisure clothes that can be used daily, by selecting organic fabrics that are comfortable on the skin and also environmentally friendly. This research uses qualitative methods through literature studies, interviews, observations, and exploration of athleisure office wear designs. The exploration that is applied to the athleisure office wear uses block printing that adapt one of the local content, namely one of the beaches located in West Sumba, East Nusa Tenggara, namely Watu Bela beach, by taking motifs from cliff structures and rock fragments found on Watu Bela beach. . In this study, it is hoped that it can meet the needs of female office workers who adopt a healthy lifestyle by exercising.

Keywords: *Healthy Lifestyle, Working Women, Athleisure Office Wear, Block Printing Techniques, Business Opportunities*