

Abstract: *Indonesia is a developing country, one of which is the fashion industry. This can affect the lifestyle of people in Indonesia, so it is easy to adapt to every trend. However, in the dominant community, there is still a lack of awareness of a healthy lifestyle that has an impact on themselves and the environment. In a healthy lifestyle, not only paying attention to food, and exercise but choosing a style of dress is also important. This is the purpose of this study where there is a business plan to create daily wear clothing with the concept of healthy lifestyle clothing. This study uses qualitative methods, namely through questionnaires/surveys, literature studies, observations, interviews and explorations or experiments on daily wear fashion designs. In designing this research, the author prioritized timeless designs with simple clothing textures using natural fiber fabrics. In this study, it is expected to meet the needs of daily wear clothing, especially for women who apply a healthy lifestyle by prioritizing comfort and health in every daily activity.*

Keywords: *Daily wear, healthy lifestyle, natural fiber fabrics, business planning.*