

## **ABSTRACT**

### ***DEVELOPMENT OF CHILDREN'S UNISEX CLOTHING DESIGN FOR CRAZY LITTLE PARTY CLUB BRAND***

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*The development of fashion in Indonesia is progressing rapidly, marked by the presence of local fashion brands that display their various qualities and uniqueness. One of the uniqueness of fashion products developed by local brands is the use of various motifs, so that local Indonesian products are starting to be popular with most people. A local brand that is currently developing and implementing the use of motifs on its products is the Crazy Little Party Club brand, with the characteristics of playful, colorful, retro, color blocking, meaningful, and creative motifs. Based on the results of interviews with the owner of the Crazy Little Party Club brand, this brand has the opportunity to develop fashion product variants, one of which is children's unisex clothing as the newest collection of the Crazy Little Party Club brand. The research method used is a qualitative method, with data collection techniques namely literature studies, observation, interviews and exploration. Then, based on observations on local brands related to background design techniques that have the potential to be applied to children's unisex clothing products, digital printing and embroidery techniques are used, using geometric motifs as inspiration. This study aims to design children's unisex clothes with the research output being a set of clothes, namely tops and bottoms.*

*Keywords: Children Clothing, Unisex, Local Brand, Motifs, and Crazy Little Party Club.*