

ABSTRACT

DESIGNING FASHION OUTER-WEAR PRODUCTS FOR WOMEN AS A PRODUCT DEVELOPMENT OF YOURHANDS BRAND

By

SYIFA PUTRI RIANZANI

NIM : 1605193113

(Textile and Fashion Craft Study Program)

Local pride is a movement to promote local brand products that are growing in Indonesia. One of the popular local accessory brands is Yourhands, which was established in 2015. After conducting an interview with Alissa Amelia as the owner of Yourhands brand, there is a need from Yourhands brand to develop a design concept that will always refer to the upcoming theme. Therefore, there was an agreement to develop two outer-wear garments that applied beading techniques. The research method used is a qualitative research method using data collection methods, namely literature studies that take from several journals and websites, interviews and observations conducted in two stages, namely online and offline, as well as exploration which is carried out in three stages, namely initial exploration, advanced stage 1, advanced stage 2, and design design using the SCAMPER method technique. Therefore, based on the results of observations on several local brands in Indonesia, there is potential to apply an embellishment, namely beading techniques that will be applied to outer-wear clothing using several types of beads material, namely crystal flat back stones, bugle beads, pearls, cut beads, drop beads.

Keywords: *Local Brand, Yourhands, Beading Techniques, Outer-Wear.*