

ABSTRACT

MULTIFUNCTIONAL CLOTHING DESIGN FOR CAREER WOMEN WORKING IN THE FORMAL SECTOR AND ITS BUSINESS PLANNING

By

MARSYA AYUDIA SALSABILA
NIM: 1605190054
(Textile and Fashion Craft Study Program)

Career women working in the formal sector follow a routine by working in the morning, but after office hours, they engage in other activities such as hanging out at cafes. Nevertheless, they face challenges in choosing suitable attire for these various situations. They desire a professional appearance while working, yet they still want to look fashionable while hanging out at cafes after work hours. Consequently, they often have to carry a change of clothes, which is actually impractical and inefficient. To address this issue, the concept of multifunctional work attire emerges as a potential solution. This attire encompasses several styles within a single outfit, making it versatile. However, in Indonesia, local brands that produce multifunctional work attire are still rarely found, leading to unmet needs for career women in the formal sector. This research aims to identify the potential for the development of multifunctional work attire, the need for design with layering techniques, and the potential business opportunities that can arise. The data collection method used in this research is qualitative, involving observation, interviews, literature study, and exploration. The results of this research yield a multifunctional blazer product that incorporates layering techniques. This product has the capability to offer three distinct appearances: formal and casual, according to the user's preferences and needs.

Keywords: business planning, fashion design, formal sector, multifunctional, women's work attire