

## DAFTAR GAMBAR

Gambar 2. 1 SCAMPER <i>Technique</i> .....	7
Gambar 2. 2 Pekerjaan Sektor Formal.....	9
Gambar 2. 3 Busana Kerja.....	11
Gambar 2. 4 Busana Kasual.....	11
Gambar 2. 5 Busana Formal.....	12
Gambar 2. 6 Busana Semi Formal.....	13
Gambar 2. 7 Busana Multifungsi .....	14
Gambar 2. 8 Teknik <i>Fabric Manipulation</i> .....	15
Gambar 2. 9 Teknik <i>Pleats</i> .....	16
Gambar 2. 10 Jenis <i>Pleats</i> .....	16
Gambar 2. 11 <i>Business Model Canvass</i> .....	19
Gambar 3. 1 Logo <i>Brand Day and Night</i> .....	22
Gambar 3. 2 Logo <i>Brand Invio</i> .....	23
Gambar 3. 3 Logo <i>Brand MSMO</i> .....	24
Gambar 3.4 Ilustrasi Busana <i>Transformable</i> .....	26
Gambar 3. 5 Observasi Starbucks <i>Coffee Braga</i> .....	30
Gambar 3.6 Wawancara Narasumber 1.....	31
Gambar 3.7 Wawancara Narasumber 2.....	32
Gambar 3.8 Moodboard.....	38
Gambar 4.1 Koleksi Produk <i>Day and Night</i> .....	39
Gambar 4.2 Koleksi Produk <i>Invio</i> .....	40
Gambar 4.3 Koleksi Produk <i>MSMO</i> .....	41
Gambar 4.4 <i>Moodboard</i> .....	46
Gambar 4.5 <i>Lifestyle Board</i> .....	47
Gambar 4.6 Sketsa Desain Produk.....	50
Gambar 4.7 Kuesioner <i>Design</i> Terpilih.....	52
Gambar 4.8 Look Terpilih.....	53
Gambar 4.9 Kuesioner Teknik Terpilih.....	54
Gambar 4.6 <i>Technical Drawing</i> .....	56

Gambar 4.7 Proses Produksi.....	57
Gambar 4.8 Logo <i>Brand</i> .....	58
Gambar 4.9 <i>Thank You Card</i> .....	58
Gambar 4.10 <i>Sticker</i> .....	59
Gambar 4.11 <i>Tag</i> .....	59
Gambar 4.12 <i>Packaging</i> .....	59
Gambar 4.13 VersaSUIT <i>Look 1 style 1</i> .....	60
Gambar 4.14 VersaSUIT <i>Look 1 style 2</i> .....	61
Gambar 4.15 VersaSUIT <i>Look 1 style 3</i> .....	62
Gambar 4.17 VersaSUIT <i>Look 2 style 2</i> .....	62
Gambar 4.18 VersaSUIT <i>Look 2 style 3</i> .....	63
Gambar 4.19 <i>Packaging</i> VersaSUIT.....	64
Gambar 4.20 <i>Sticker Segel</i> VersaSUIT.....	65
Gambar 4.21 <i>Thank You Card</i> VersaSUIT.....	65
Gambar 4.22 <i>Hang Tag</i> VersaSUIT.....	65
Gambar 4.23 Tyas Yunia.....	67
Gambar 4.24 Tamara Kisya.....	62
Gambar 4.25 <i>Mock Up</i> Instagram VersaSUIT.....	71
Gambar 4.26 <i>Mock Up</i> Shopee VersaSUIT.....	71