

ABSTRACT

DESIGN OF WOMEN'S READY TO WEAR CLOTHES FOR STAYCATION IN MOUNTAIN AREAS AND ITS BUSINESS PLANNING

Oleh

NISA AULIA QONITAH

NIM: 1605194032

Program Studi Kriya Tekstil dan Fashion

After COVID-19 ended, staycation activities have become popular among people interested in going on vacation not far from where they live. Accommodation activities in mountainous areas, located not far from urban areas, are a destination for communities as people can enjoy the cold and get away from the crowd. The study looked at the phenomena that occur in the need for clothing for women when performing staycation activities in mountainous areas clothing needs in mountainous areas where there is a difference in day and night temperature, so that's the use of clothing can be adapted to the type of material that suits the activities. Staycation in mountain areas, comfort for the needs of women in dressing is a fashion business opportunity staycation in the mountainous region. The study uses qualitative methods such as focusing on the study of literature, observation, interview, exploration, and questionnaires distributed to the target market. The final result of this study was to make simple ready-to-use fashion products using corduray fabrics and fleece fabrics with a ground color. These surface textiles use plant motifs in the form of leaves with embroidery techniques applied to fabric materials. They are ready to use fashion design models that can be mixed and customized so that they are easily carried during staycation activities in mountain areas.

Keywords: Ready to wear for women's clothing, staycation in the mountains, businessplan.