

## **ABSTRACT**

### ***DESIGN OF FASHION PRODUCT WITH COTTAGE CORE STYLE AND ITS BUSINESS PLANNING***

#### ***CASE STUDY: NADIN AMIZAH CLOTHING INSPIRATION***

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*Clothing is one of the basic needs for everyone and makes clothing a way of expressing oneself. As a result, it gave rise to fashion trends in society where one of them is the phenomenon of fashion trends influenced by music where there is an imitation process carried out by fans of the musicians they like in terms of how to dress. The phenomenon that gave rise to the imitation process became a business opportunity in the form of fashion design inspired by musician Nadin Amizah with the Cottage Core style and using the business model canvas as a reference in business planning. This study used a qualitative method with data collection techniques from literature studies, online observations, online interviews, distributing questionnaires using the purposive sampling method to potential target markets. The final result of this research is ready-to-wear clothing for women with the Cottage Core style where the silhouette of the clothing will have a feminine and loose impression by utilizing background design craft techniques, namely embroidery and fabric manipulation in the form of shirring, ruffles, and simple pleats as decorations on clothing.*

*Keywords: Music and Fashion, Nadin Amizah, Women's Ready to Wear Clothing, Style Cottage Core, Fashion Product Business Planning*