

ABSTRACT

World fashion trends are returning to the trends of the early 2000s (Y2K) which can be seen in 2022-2023, many fashion collections from big foreign brands and also domestic brands that have similarities in terms of color design, silhouettes and materials. Y2K style. The Y2K style is a design style that was popular in the late 1990s to early 2000s and will become popular again in 2022-2023. The popularity of the Y2K trend is again due to the influence of social media as a means to find out what is currently trending. From the phenomenon that occurs, it can give rise to an idea for developing ready-to-wear fashion products by adapting the Y2K style which has the opportunity to form a new business strategy. This research uses qualitative methods with data collection techniques, literature studies, observations and questionnaires, distributing questionnaires to the target market. The final result of this research is to create ready-to-wear clothing that adapts the Y2K style and business model for the product sales strategy plan.

Keywords: Y2K Style, Ready To Wear Fashion, Business Opportunities.