

ABSTRACT

COTTAGCORE INSPIRED FASHION DESIGN WITH EMBROIDERY TECHNIQUE AND BUSINESS PLANNING

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This study, titled "Designing Cottagecore-Inspired Fashion with Embroidery Techniques and Business Planning," aims to develop fashion designs inspired by the Cottagecore aesthetic using embroidery techniques and to create supporting business strategies. Cottagecore is an online aesthetic trend that highlights a romantic rural lifestyle and has become popular in the fashion world. This research uses qualitative methods through observation, questionnaires, and in-depth interviews with several brands that embrace the Cottagecore theme. The results show that using wildflower motifs, natural materials like cotton and linen, and embroidery techniques can produce attractive clothing that aligns with the Cottagecore aesthetic. Additionally, this study develops a business plan that includes market analysis, marketing strategies, and financial projections to grow a fashion brand with this theme. The conclusion of this research is that fashion designs inspired by Cottagecore and embroidery techniques have great potential for success in the fashion business, especially with the implementation of effective and innovative business strategies. This study provides practical contributions for designers and fashion entrepreneurs who want to develop products with a touch of Cottagecore aesthetic.

Keywords: Cottagecore, fashion, embroidery techniques, business planning, fashion industry.