

## **ABSTRACT**

*Chambre de la Vain is a local brand from Bandung, established in 2020 by Ardy Rachman Fauzi as the owner and brand director, and Maria Aparesina Marcelin as the creative director and head designer. Chambre is known for its apparel designs that follow current fashion trends, featuring the distinctive "CHMB" lettering and star symbol. In 2022, Chambre gained attention with its Y2K-themed hoodie collection. The brand continues to explore themes like gorpcore and blokecore. In developing a blokecore concept tracksuit, the product sales have not matched other collections. This qualitative research using componential analysis and thematic analysis identified pattern and design issues as factors behind the lower interest in tracksuits. Recommendations for improvement include the use of 280gsm cotton fleece for a structured look, a boxy fit suitable for the target market of 15-30 years old, and maintaining the brand's identity through the "CHMB" lettering and star symbol. An additional innovation of a zipper feature on the bottom of the track pants, inspired by Adidas Firebird tracksuits, is proposed for design development. Additionally, consumer feedback and effective marketing strategies are suggested to enhance product appeal and sales. This approach aims to strengthen Chambre de la Vain's position in the local fashion industry.*

**Kata Kunci : Chambre de la Vain, Tracksuit, Blokecore, Fashion, Design.**