

ABSTRACT

DESIGN OF MULTIFUNCTIONAL ACTIVEWEAR FOR WOMEN SUPPORT SPORTS ACTIVITIES AND BUSINESS PLANNING

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The growing trend of healthy lifestyles has driven the increasing need for sportswear that is not only comfortable, but also flexible and suitable for use in various situations. In the context of urban areas with high mobility, especially in big cities like Jakarta, there is a need for activewear that can transform from sportswear to casual wear without reducing its main function. This phenomenon is an opportunity to design multifunctional fashion products that combine aspects of functionality, comfort, and aesthetics. This study aims to design a local fashion brand concept that focuses on multifunctional activewear for women who like to exercise. The design developed is outerwear with multifunctional elements that allow the wearer to exercise while still looking stylish when relaxing in a cafe or doing other activities after exercising. With a design approach that is adaptive to user needs and the development of the local fashion industry, this brand is expected to be an innovative solution for consumers who want efficiency without sacrificing style..

Keywords: Women's Activewear, Multifunctional Clothing, Business Planning