

ABSTRACT

THE DESIGN OF SEMI-FORMAL WEAR FOR CAREER WOMEN FOR B-LEISURE ACTIVITIES WITH A CAPSULE WARDROBE CONCEPT AND ITS BUSINESS PLANNING.

By

NAVELLA ANDHIETA PUTRI

NIM: 1605210133

(Major Craft Textile and Fashion)

The increasing B-leisure activities among workers, particularly career women, are accompanied by a growing demand for practical and efficient clothing to support these activities. This study aims to design semi-formal wear for career women engaged in B-leisure activities, utilizing the Capsule Wardrobe clothing concept, as well as to develop a business strategy for marketing these clothing products. The research is conducted using a qualitative research method with a design thinking approach, consisting of empathize, define, ideate, prototype, and test, and data collection through literature study, interviews, exploration, and questionnaires. This study will focus on the design of Capsule Wardrobe clothing, including color, clothing types, silhouettes, materials, techniques, as well as business planning using the Business Model Canvas strategy and SWOT analysis. The final outcome of this research will be a physical collection of clothing that can be mixed and matched, along with product packaging and merchandise. It is hoped that this research will meet the needs of career women for practical and efficient clothing.

Keyword: semi-formal wear, B-leisure, Capsule Wardrobe, business planning.