

ABSTRACT

FINAL PROJECT DESIGN REPORT

FASHION DESIGN FOR INDEPENDENCE DAY 2025 COLLECTION AT HIJABCHIC BRAND

by

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The modest fashion industry in Indonesia has experienced rapid growth in line with increasing public awareness of Islamic values. This development presents opportunities for local brands to create clothing designs that not only follow trends but also carry meaningful messages. Each design must be capable of conveying values, delivering narratives, and reflecting brand identity—especially during significant national moments such as Indonesia's Independence Day, which holds deep cultural significance. Hijabchic embraces this momentum by developing the Independence Day 2025 collection, aiming to embody the spirit of nationalism through modest fashion. This study focuses on designing a chic-themed Independence Day collection, using a design process that includes pre-production, production, and post-production stages. The final outcome is a modestwear collection consisting of five tops and three bottoms that integrate cultural values with brand character and identity for the Independence Day 2025 Hijabchic collection.

Keywords: *Brand identity, modest fashion, Independence Day collection.*