

ABSTRACT
***MULTIFUNCTIONAL WORK CLOTHES DESIGNED FOR CAREER
WOMEN WITH AFTERWORK HANGOUT ROUTINES AND
BUSINESS PLANNING***

by
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Nowadays, the lifestyle of women in a career is increasingly dynamic. This is indicated by the number of career women who have an after-work hangout routine with friends or colleagues after work hours end. This phenomenon creates a need for multifunctional work clothes that can be used for work and after-work hangouts, especially for career women who have an after-work hangout routine at entertainment venues such as bars. The availability of these multifunctional work clothes is still relatively minimal on the market. Although several brands offer formal and casual work clothes, those that focus on multifunctional work clothes are still rare.

Based on this, this study aims to design multifunctional work clothes for career women who have an after-work hangout routine. This study uses a qualitative approach with a design thinking research method to understand the needs of career women in depth.

The results of this study will design a collection of multifunctional women's work clothes with flexible and modern designs. In addition to design development, this study also includes business planning to build a brand that focuses on multifunctional work clothes with a target market of career women in big cities such as Jakarta.

Keywords: Multifunctional Workwear, Career Women, Afterwork Hangout, Design Thinking, Brand Fashion