

ABSTRACT

READY-TO-WEAR FASHION DESIGN RESPONDS TO KIDULT TRENDS WITH INSPIRATION FROM THE POWERPUFF GIRLS CHARACTERS

by

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The phenomenon of "kidult" is a condition that reflects the interest of adults in revisiting elements from their childhood as a form of self-expression, nostalgia, and emotional comfort. This phenomenon then continues to grow until it becomes a trend and begins to enter various fields of life, one of which is the fashion industry. The main characteristics of kidult fashion are the use of bright colors, animated characters, and visual elements that are cheerful and expressive. One of the iconic characters that can represent the childhood of certain generations is The Powerpuff Girls. This character is not only popular among children, but also has adult fans. This research aims to design ready to wear clothing to fulfill kidult fashion needs by using The Powerpuff Girls characters as visual inspiration. The method used in this research is a qualitative approach that includes literature study, observation, and interviews. This research is also conducted by exploring the visual elements of the characters, so that they can be applied in a modern and playful fashion design. The final result of this research is a collection of ready to wear fashion designs that combine nostalgic elements, contemporary designs, and create expressive, unique, and relevant styles targeted at adult consumers who want to express their personal identity through fashion.

Keywords: Fashion, Fashion Design, Kidult, Powerpuff Girls, Ready-to-wear