

ABSTRACT

DESIGN PROJECT FOR THE DEVELOPMENT OF BIRTHDAY AND INDEPENDENCE DAY COLLECTION MOTIFS FOR THE HIJABCHIC BRAND

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Fashion is one of the largest subsectors in the creative industri. According to the current creative economy outlook data, fashion ranks third among the creative economy subsectors with the greatest potential for rapid growth in Indonesia. One of the fashion segments that has experienced quite rapid development is modest wear. HijabChic is one of the modest brands that is also growing in the modest fashion industri in Indonesia. This Project Design aims to create motif compositions as decorative elements applied to the HijabChic Birthday 2025 and Independence Day 2025 fashion collections. In developing these collections, it is necessary to design motifs that align with trends while also reflecting the brand's identity and Indonesia's cultural values, as well as adapting to the 2025/2026 fashion trends. The methods used include data collection through trend research on the WGSN blog, analysis of previous collection sales, and exploration of motif compositions. The result of this project is the creation of digital printing and embroidery motif compositions inspired by previous collection motifs and the richness of Indonesia's flora. The printing motifs are created with consideration for the efficiency of material usage during fabric cutting, and the embroidery designs are made to align with the embroidery machine's capabilities in realizing the motifs.

Keywords: *Decorative Elements, Motif Composition, Modest Wear*