

ABSTRACT

**DESIGNING READY-TO-WEAR FASHION IN
RESPONSE TO THE KIDULT TREND THROUGH
THE USE OF HELLO KITTY CHARACTER**

by

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This research aims to design fashion with a kidult theme by integrating elements of the Hello Kitty character as the main design inspiration. The kidult trend, which blends childhood nostalgia with adult style, serves as the core in the development of this design. One form of expression within the kidult trend is cosplay, a creative activity where individuals wear costumes and accessories to represent specific characters. Cosplay serves as a medium for expressing identity, creativity, and nostalgia for iconic childhood characters.

In this research, the cosplay concept is applied through the exploration of Hello Kitty's characteristic visuals, such as bright colors, iconic elements like bows and hearts, and details that reflect its cross-generational appeal. The rekaltatar technique is used to create unique and innovative designs with tangible textures that strengthen the distinct aesthetic of Hello Kitty. The design process explores shapes, textures, and materials that represent the artistic and emotional values of the character. This research is expected to contribute to the development of the kidult fashion trend, particularly in the realm of cosplay, by offering an emotional experience to consumers and opening new opportunities for the application of the rekaltatar technique in contemporary fashion.

Keywords: Ready-to-wear, Fashion Design, Kidult, Cosplay, Hello Kitty.