

ABSTRACT

THE DESIGN OF MEN'S ATHLEISURE WEAR FOR TENNIS IN RESPONSE TO THE HEALTHY LIFESTYLE TREND

By

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The healthy lifestyle phenomenon has gained widespread popularity among urban communities since the COVID-19 pandemic and continues to grow even after the pandemic. Urban society has become increasingly aware of the importance of maintaining physical health amidst their busy daily routines. This awareness has developed into a healthy lifestyle trend, pursued in various ways, one of which is through sports. Tennis has attracted the attention of urban residents due to its accessibility, flexibility on weekends without disrupting daily activities, and the availability of courts in many urban areas. As a result, tennis has become a favored sport. Beyond its physical benefits, tennis also fosters new social communities that influence individual behavior, including fashion preferences. The consumerist nature of urban communities has driven the fashion industry to continuously create tennis apparel. This study focuses on designing men's tennis wear by incorporating athleisure styling. The research uses a qualitative approach, including literature review, observation, questionnaires, and interviews. The SCAMPER method is applied in the design process, with emphasis on functionality and comfort. Decorative elements inspired by tennis equipment are added as singular motifs, realized through digital screen printing and computerized embroidery techniques. The final result is a design of men's tennis apparel suitable for both sports activities and everyday wear.

Keywords : Athleisure, Urban Active, Healthy Lifestyle, Tennis Sports Trend