

ABSTRACT

PLUS SIZE WORK CLOTHES DESIGN FOR CAREER WOMEN WITH CAPSULE WARDROBE CONCEPT AND BUSINESS PLANNING

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Plus size is a body size that is larger than the standard size in general. There is a phenomenon of plus size career women who play a role in the professional world, but are not accompanied by adequate fashion support. The problems that arise are influenced by the many plus size women who find it difficult to find suitable clothes. The Capsule Wardrobe concept offers a flexible clothing solution. The purpose of this study is to create new innovations in designing semi-formal work clothes for plus size women by utilizing the principle of optical illusion that carries the Capsule Wardrobe concept. This study uses a qualitative research method with a design thinking approach consisting of empathize, define, ideate, prototype and test. For business planning strategies using SWOT analysis and Business Model Canvas. The results obtained are a series of semi-formal plus size clothes along with product packaging and merchandise. Through this study, it is hoped that it can be realized and meet the needs of plus size career women.

Keyword: Semi-Formal Clothing, Capsule Wardrobe, Plus Size, Business Planning