

ABSTRACT

DESIGN OF MODEST MENSWEAR FOR GENERATION Z WITH SCAMPER TECHNIQUE, A CASE STUDY OF S&D PROJECT BRAND

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Indonesia, home to the world's largest Muslim population, holds significant potential in the modest fashion industry, supported by government initiatives and projected global market growth. Interest in modest menswear in Indonesia is notably increasing. S&D Project, a modest menswear brand established in 2019, faces challenges in strengthening its brand identity and lacks sufficient market research. This research aims to design modest menswear that meets the needs of Generation Z men in Indonesia, considering 2026 fashion trends and S&D Project's brand identity. Interviews reveal a strong market opportunity among Generation Z, who seek modest, functional, and aesthetically pleasing clothing. By implementing the SCAMPER approach for idea exploration and design development, this research is expected to strengthen S&D Project's branding strategy in the modest menswear market and contribute to understanding the differences in design approaches between designers and non-designers.

Keywords: Modest menswear, Generation Z, SCAMPER, S&D Project.