

ABSTRAK

PERANCANGAN KOLEKSI WOMENSWEAR DAN PRODUK LIFESTYLE SPRING SUMMER 2018 DARI INSPIRASI DANAU LABUAN CERMIN

Oleh :

RANI MANDASHARI

NRP : 8122010

Trend *fashion Spring/Summer 2018* dengan tema *organic* diangkat lewat koleksi *womenswear* dan produk *lifestyle* bertema Danau Labuan Cermin. Inspirasi ini diterjemahkan kedalam busana wanita yang disesuaikan dengan gaya hidup wanita moderen. Danau Labuan Cermin yang berada di Kalimantan Timur, Indonesia ini memiliki permukaan sebening kaca serta perpaduan gerak arus tenang menjadi deras yang menjadi alasan pengembangan inspirasi ini. Dari perpaduan pergerakan air tersebut, diambilah inspirasi siluet bentuk dan potongan berupa bentukan lengkung ataupun gelombang air yang dikembangkan kembali melalui tekstil eksperimen berupa *tie dye*, *pleats*, dan bordir. Pengembangan ide ini dilanjutkan ke tahap perancangan yaitu konsep desain terdiri dari *moodboard*, *mood*, *target customer*, proses desain, hingga pemilihan kain dan warna, tahap produksi terdiri dari pembuatan pola, pemotongan kain, hingga proses menjahit, tahap manajemen produk yang terdiri dari penentuan STPD (segmentasi, targeting, positioning, diferensiasi), logo dan nama brand produk, rancang bahan yang terdiri atas penghitungan *cost sheet* dan *specification design*, serta penentuan konsep *fashion show*. Konsep desain terdiri dari 40 desain *womenswear* dan 15 produk *lifestyle*. *Womenswear* tersebut terdiri dari *casual*, *city wear*, *cocktail*, dan *evening wear*, sementara untuk produk *lifestyle* terdiri dari desain sepatu, tas, gelang, kalung, anting, dan sarung tangan. Koleksi yang terealisasi terdiri dari 5 *looks* desain *womens city wear* dengan desain yang mengaplikasikan potongan asimetris lengkung dan bordir, 3 desain sepatu, 2 desain tas, dan 3 desain perhiasan berupa kalung dan anting. Koleksi ini diharapkan dapat memiliki daya jual yang tinggi, sebagai referensi dalam berbusana dan juga dapat diterima oleh wanita moderen Indonesia.

Kata kunci : *fashion* , Danau Labuan Cermin, *womenswear*, produk *lifestyle*.

ABSTRACT

DESIGNING WOMENSWEAR COLLECTION AND LIFESTYLE PRODUCT SPRING SUMMER 2018 INSPIRED BY LABUAN CERMIN LAKE.

By :

RANI MANDASHARI

NRP : 8122010

Spring/Summer 2018 trend with organic theme is lifted through womenswear collection and lifestyle product with Labuan Cermin Lake theme. This inspiration is translated into a woman's fashion adapted to the lifestyle of modern women. Labuan Cermin Lake located in East Kalimantan, Indonesia has a clear surface of glass and a unique blend of water motion is the main reason for this inspiration being chosen. From the combination of the movement of water, inspired silhouette of the shape and cut of the form of arch or water wave developed through textile experiment in the form of tie dye, pleats, and embroidery. The development of this idea is continued to design stage, the design concept consists of moodboard, mood, customer target, design process, until the selection of fabric and color, the production stage consists of pattern making, cutting cloth, sewing process, product management stage consisting of STPD (Segmentation, targeting, positioning, differentiation), logos and product brand names, design materials consisting of cost sheet calculation and specification design, and the determination of fashion show concept. The design concept consists of 40 womenswear designs and 15 lifestyle products. Womenswear consists of casual, city wear, cocktail, and evening wear, while for lifestyle products consist of design shoes, bags, bracelets, necklaces, earrings, and gloves. The collections are made up of 5 looks women's city wear designs that apply asymmetric pieces of arch and embroidery, 3 shoes designs, 2 bag designs, and 3 jewelry designs in the form of necklaces and earrings. This collection is expected to have a high selling power, as a reference in dress and also acceptable by Indonesian modern women.

Keywords: fashion , Labuan Cermin Lake, womenswear, lifestyle product.