

ABSTRAK

PERANCANGAN KOLEKSI *MODEST CITYWEAR* DAN *LIFESTYLE PRODUCT* BERDASARKAN *TREND FORECAST AUTUMN WINTER 2020/2021* DARI INSPIRASI BONSAI

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Bonsai merupakan sebuah kegiatan hortikultural yang berasal dari Tiongkok Kuno lalu dikembangkan kembali di Jepang di bawah pengaruh Buddhisme Zen Jepang. Bonsai memiliki kemampuan sebagai penghilang stres yang bagus, melatih kesabaran dan memberikan perasaan tenang. Kegunaan lain dari bonsai adalah dapat digunakan untuk simulasi visual bagi pasien dengan cedera saraf tulang belakang. Tekstur dan bentuk bonsai yang berbeda antara satu sama lain dapat dikembangkan sebagai inspirasi dari koleksi *modest citywear* dan *lifestyle product autumn/winter 2020/2021*, Yugen. Inspirasi tersebut digabungkan dengan konsep *trend forecast autumn/winter 2020/2021 Considered Comfort* “System of Living” dengan sub konsep True to Nature. Koleksi Yugen dirancang untuk pria dan wanita, dari anak-anak hingga dewasa dengan desain *urban zen* dan sentuhan Jepang pada desainnya. Perancangan konsep didukung dengan data eksperimen yang dilakukan untuk mendapatkan *textile manipulation* yang sesuai berupa *wrinkle pleat* dan *slash*. Teknik-teknik tersebut diaplikasikan terhadap 60 desain yang terdiri dari 20 desain *mens wear*, 20 desain *womens wear*, 20 desain *kids wear* yaitu anak perempuan dan 15 *lifestyle product*. Proses realisasi desain diterapkan terhadap lima desain terpilih dengan dilengkapi oleh *lifestyle product* sebagai pendamping. Proses realisasi tersebut dilengkapi dengan manajemen produk yang terdiri dari *marketing strategy* yang menerapkan analisis SWOT dan STPD untuk *marketing mix*. Perancangan tersebut dilakukan di bawah naungan brand In Me dengan menggunakan media *branding* berupa *hand tag*, *fabric care* dan *packaging*. Media promosi yang digunakan antara lain adalah Instagram, *official website* dan *lookbook* (katalog). Proses manajemen dilengkapi dengan spesifikasi yang berisi *design sheet*, *work sheet*, *cost sample sheet*, *cost sheet* dan *layplan*. *Launching product* dilakukan melalui *fashion show* yang dilaksanakan pada September 2020.

Kata kunci : *Autumn/winter 2020/2021, Considered Comfort, True to Nature, Bonsai, modest citywear, Yugen*

ABSTRACT

DESIGNING MODEST CITYWEAR COLLECTION AND LIFESTYLE PRODUCT BASED ON TREND FORECAST AUTUMN WINTER 2020/2021 FROM BONSAI AS INSPIRATION

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Bonsai is a horticultural activity which come from Ancient Tiongkok then developed again at Japan under the influence of Japanese Zen Buddhism. Bonsai has the ability as a good stress reliever, to practice patience and give the feeling of calmness. Another use of Bonsai is they could be use for visual simulation for patient with spinal cord injury. The shape and texture of Bonsai which different from one another could be developed as inspiration from modest citywear collection and lifestyle product autumn/winter 2020/2021, Yugen. That inspiration was combined with trend forecast concept autumn/winter 2020/2021 Considered Comfort “Systemn of Living” with sub concept True to Nature. Yugen Collection is designed for men and women, from children to adult with urban zen styled design and a touch of Japan culture in the design process. Concept design was supported with experiment data which was done to gain textile manipulation that suitable for the collection, in the form of wrinkle pleat and slash. Those techniques would be applied to 60 designs consist of 20 mens swear designs, 20 womens wear designs, 20 kids wear designs that of girl and 15 lifestyle products. The realization process was applied to five chosen designs which complemented with lifestyle products as a set. Those realization process was completed with product management which consist of marketing strategy that applied SWOT analysis and STPD for marketing mix. Those designing was done under the brand In Me which use hand tag, fabric care and packaging as the branding media. Promotion media that was used consist of Instagram, official website and lookbook (katalog). Management process was complemented with specification that consist of design sheet, work sheet, garment cost sample sheet, garment cost sheet and layplan. Launching product was done through fashion show that be held at September 2020.

Keywords: *Autumn/winter 2020/2021, Considered Comfort, True to Nature, Bonsai, modest citywear, Yugen*