

ABSTRAK

PERANCANGAN KOLEKSI *READY-TO-WEAR* DARINSPIRASI LUKISAN GEORGIA O'KEEFFE "*RED CANNA*" *FALL/WINTER 2020*

Oleh :

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Lukisan dengan gambar bunga "Red Canna" hasil karya seniman Georgia O' Keeffe yang menggambarkan rasa cinta kepada suaminya,, Alfred. Bentuknya seperti bunga Red Canna yang digambar dari dekat sehingga terlihat cukup abstrak. Setiap garis dan bentuk lukisan Red Canna ini dijadikan sebagai inspirasi dengan tujuan menghasilkan koleksi *menswear*, *womenswear*, *kidswear*, dan *product lifestyle Fall Winter 2020-2021 "La Dicha"*. *Trend forecasting Fall Winter 2020-2021 "Considered Comfort"*, yakni bagaimana fashion akan bereaksi terhadap perubahan hubungan personal seseorang terhadap tempat tinggalnya yang telah berubah menjadi sistem multifungsi untuk bertahan hidup. Perancangan konsep didukung dengan literatur dan eksperimen berbagai teknik *textile manipulation* antara lain *laser cut*, dan *pleating*. Teknik-teknik tersebut akan diaplikasikan untuk memberikan ide dalam berbagai desain busana antara lain 40 desain *city wear*, dan 15 desain produk *lifestyle* berupa tas, sepatu dan aksesoris. Proses realisasi 5 desain busana *citywear* yang didampingi dengan manajemen produk yang berisi marketing mix, perancangan label fashion "Hio", spesifikasi produksi hingga perhitungan biaya produksi. Desain terpilih yang telah melalui proses realisasi untuk ditampilkan dalam *Fashion Show*.

Kata kunci : *Fall Winter 2020-2021, Considered Comfort, La Dicha, Citywear*

ABSTRACT

PERANCANGAN KOLEKSI *CITYWEAR* DARINSPIRASI LUKISAN GEORGIA O'KEEFFE "*RED CANNA*" *FALL/WINTER 2021*

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Painting with the shape of Red Canna flower by an artist named Georgia O'Keeffe that symbolized her love toward his husband, Alfred. This painting looks like have been drawn by close distance so it looks like an abstract painting. The lines and shapes are used as inspiration with the aim of producing menswear collections, womenswear, kidswear, and product lifestyle Fall Winter 2020-2021 "La Dicha". Fall Winter forecasting trends 2020-2021 "Considered Comfort", talked about how fashion will react to change of someone's personal relationship toward his household that become a multifunction system for survival. Concept design is supported by literature and experiments on various textile manipulation techniques including laser cutting, and pleating. These techniques will be applied to provide ideas in various fashion designs including 40 city wear designs, and 15 lifestyle product designs in the form of bags, shoes and accessories. The realization process of 5 citywear fashion designs that are accompanied by product management that contains a marketing mix, designing "Hio" fashion labels, production specifications to calculation of production costs. Selected designs that have gone through a process of realization to be displayed at the Fashion Show.

Keywords: *Fall Winter 2020-2021, Considered Comfort, La Dicha, Citywear*