

ABSTRAK

PERANCANGAN WOMENSWEAR DAN PRODUK *LIFESTYLE SPRING SUMMER 2018* DARI INSPIRASI *LIGHT PAINTING* KARYA JEREMY JACKSON

Oleh :

YURI MUTIARA RACHMAWATI

NRP : 8132029

Merancang sebuah koleksi *womens ready to wear* yang mengacu pada *trend fashion Spring/ Summer 2018* dengan mengambil inspirasi *light painting* karya *Jeremy Jackson*. *Lighth painting* karya *Jeremy Jackson* dipilih karena melalui teknik fotografi tertentu membentuk suatu cahaya dengan pola abstrak yang didominasi dalam bentuk lingkaran dengan warna cerah, sehingga menghasilkan visualisasi bentuk artistik. Melalui tahapan eksperimen berupa *laser cutting* dan *quilthing* dibentuk sesuai dengan stilasi deformasi *light painting*. Busana yang dibentuk melalui *cutting* stilasi deformasi *light painting*, sehingga dikatakan *style* yang digunakan yaitu *arty flamboyan*. Perancangan produk yang dibuat terdiri dari desain *womenswear* dan *produk lifestyle*. *Womenswear* yang didesain terdiri atas *casual, citywear cocktail*, serta *evening wear* yang mengacu pada bentuk bagian lingkaran yang tidak beraturan dengan warna gelap dan terang dari dua koleksi *light painting* karya *Jeremy Jackson*. Kemudian produk *lifestyle* terdiri dari desain gelang, anting, cincin, sepatu dan tas yang diambil dari siluet *light painting* yang membentuk stilasi deformasi dari lingkaran *light painting*. Dilanjutkan dengan menganalisis SWOT, STPD, dan 4P untuk mendapatkan target pemasaran yang tepat. Serta merancang konsep *fashion show* untuk mempromosikan busana yang telah dibuat.

Kata kunci : *Fashion, Light painting, Jeremy Jackson, womenswear, produk lifestyle, arty flamboyan, printing, laser cut, quilthing, STPD, SWOT, 4P, fashion show.*

ABSTRACT

DESIGNING WOMENSWEAR AND LIFESTYLE PRODUCTS INSPIRED BY WORKS JEREMY JACKSON OF LIGHT PAINTING

By :

YURI MUTIARA RACHMAWATI

NRP : 8132029

Designing a collection of womens ready to wear fashion trend that refers to the Spring/Summer 2018 by taking inspiration light painting works Jeremy Jackson. Light painting works Jeremy Jackson was chosen because through certain photographic technique form an abstract pattern of light with predominantly in the form of circles with bright colors, resulting in an artistic form of visualization. Through the stages of experiments in the form of laser cutting and quilthing formed in accordance with the stilasi deformation of light painting. Clothing that is created through cutting stilasi deformation of light painting, so is said to be the style that is used arty flamboyance. The design consists of a product made womenswear design and lifestyle. Womenswear designed consists of casual, citywear cocktail, as well as evening wear that refers to form part of the circle that is irregular with a dark color and light from two collections of light painting works Jeremy Jackson. Then the product lifestyle consists of design bracelets, earrings, rings, shoes and bags were taken from the silhouette of light painting that formed the stilasi deformation from a circle of light painting. Continued by analyzing the SWOT, STPD, and 4 p to get the right marketing target. As well as designing concept the fashion show to promote the clothing that has been created.

Keywords : *Fashion, Light painting, Jeremy Jackson, womenswear, lifestyle, arty flamboyant, printing, laser cut, quilthing, STPD, SWOT, 4 p, fashion show.*