

ABSTRAK**PERANCANGAN KOLEKSI *WOMENSWEAR, MENWEAR, KIDSWEAR* DAN
PRODUK *LIFESTYLE AUTUMN/WINTER 2021* DARI INSPIRASI *DREAM
CATCHER*****Oleh:****Siek, Ika Meliyani Kurniyanto****NRP: 180216002**

Dream catcher adalah sebuah kepercayaan dari penduduk pribumi Amerika (Indian) tentang penangkap mimpi yang dijadikan sebagai jimat yang akan menjaga dalam mimpi buruk saat tidur. *Dream catcher* memiliki delapan titik tempat jaring yang menempel pada lingkaran, hal ini dilambangkan delapan kaki laba-laba. Laba-laba melambangkan energi kaum perempuan, kebijaksanaan, dan pembelajaran. Bentuk dari *dream catcher* ini dapat dikembangkan menjadi sebuah terinspirasi koleksi *Autumn/Winter 2020/2021 Considered Comfort "Systems for living"*. Perancangan desain dibuat berdasarkan data eksperimen mulai dari *crochet, hand embroidery, handmade feathers* dan *rips*. Teknik-teknik tersebut di aplikasikan kedalam 60 rancangan busana yang terdiri dari 20 pria dewasa, 20 wanita dewasa, 10 anak laki-laki, dan 10 anak perempuan, serta 15 produk *lifestyle*. Proses realisasi desain terdiri dari lima *looks* dan rangkaian produk *lifestyle*. Rancangan busana di lengkapi dengan *marketing mix*, dan strategi promosi yang di kelola oleh Attalia Native serta *specification sheets* dan perhitungan biaya produksi.

Kata kunci: *Autumn/Winter 2020/2021, Dream catcher, City wear, Native Delution.*

ABSTRACT**DESIGNING *WOMENSWEAR, MENWEAR, KIDSWEAR* DAN PRODUCT
LIFESTYLE AUTUMN/WINTER 2021 COLLECTION INSPIRATION BY THE
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Dream Catcher is a belief of Native Americans (Indian) about catching a dream that serve as a talisman that will watch over while sleeping in a nightmare. Besides, the nightmare dream will stuck on the light. A dream catcher had eight points of the net that attach to a circle, it is also denoted as an eight-legged spider. A spider represents an energy for woman, wisdom, and learning. This dream catcher shapes still can enhance, inspired collection Autumn/Winter 2020/2021 Considered Comfort "Systems for living". The designed has been made of an experiment, such as crochet, hand, handmade feathers and rips. That technique can be attach into 60 fashion designs that consist of 20 adult males, 20 adult females, 10 boys, and 10 girls, also 15 lifestyle products. Realization design consist of 5 looks and lifestyle product. Fashion design also equipped with marketing mix, and promotion strategy that managed by Attalia Native and also the specification sheets and production maintenance.

Keyword: *Autumn/Winter 2020/2021, Dream Catcher, City wear, Native Delution*