

## ABSTRAK

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### **“PERANCANGAN READY-TO-WEAR WANITA BERBAHAN WASHED DENIM YANG DIPADUKAN DENGAN BATTENBERG LACE PADA BRAND ESPOIR”**

Proposal “Perancangan *Ready-to-Wear* Wanita Berbahan *Washed Denim* yang dipadukan dengan *Battenberg Lace* pada *Brand Espoir*” ini membahas produksi pakaian wanita *ready-to-wear* berbahan *denim* yang dibutuhkan masyarakat. Penelitian ini dilakukan karena semakin besarnya minat konsumen dalam membeli dan menggunakan pakaian denim yang semakin berkembang pesat di Indonesia saat ini. Selain itu, pakaian wanita *ready-to-wear denim* ini juga memberikan hal yang baru dalam berupa perpaduan dengan *Battenberg Lace* dengan motif tertentu yang sedang *trend* saat ini, sehingga berbeda dengan pakaian *denim* pada umumnya.

**Kata kunci:** *Ready-to-Wear, Wanita, Denim, Battenberg Lace, Indonesia*

### **“DESIGNING READY-TO-WEAR WASHED DENIM WOMEN’S APPAREL COMBINED WITH BATTENBERG LACE IN BRAND ESPOIR”**

The proposal "Designing Ready-to-Wear Washed Denim Women’s Apparel combined with Battenberg Lace on Brand Espoir" This discusses the production of ready-to-wear clothing made from denim needed by the community. This research is done because the greater interest of consumers in buying and using clothes denim is growing rapidly in Indonesia today. In addition, ready-to-wear denim women's clothing is also providing a new thing in the form of a combination with Battenberg Lace with a particular motif that is the current trend, so it is different with denim clothes in general.

**Keywords:** *Fashion, Ready-to-Wear, Clothing, Woman, Denim, Battenberg Lace, Indonesia*