

MODULAR FASHION DESIGN FOR PETITE REGIONAL WOMEN IN BALI

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Abstract

Women with a petite body often face challenges in finding clothes that fit their size due to their shorter stature. In Indonesia, the majority of fashion products use international standard sizes, and petitesized clothing is still scarce, leaving petite women with limited choices in selecting suitable attire. The selection of ill-fitting clothing can also make petite women appear shorter than their actual height, leading to a lack of confidence. Some fashion industries offer fast fashion for petite women, but this may contribute to the potential consumerism of fast fashion targeting petite women. In addressing this issue, sustainable fashion through modular design can help petite women feel confident in various styles with just one garment, without contributing to the accumulation of fast fashion waste. The research conducted is of a qualitative descriptive nature, involving data collection through questionnaire activities and environmental and community observations, along with a literature study. The purpose of this research is to understand the process of designing modular fashion applied to petite women's clothing. This design approach results in multifunctional fashion products using modular design specifically tailored for petite women.

Key words: petite women, modular design, sustainable, fast fashion

INTRODUCTION

Bali is a tourism zone with The fashion industry continues to grow rapidly. More and more people are interested in the world of fashion, creating that demand high for clothing of any style and size different. Every human being has a form different

bodies and heights. Indonesia entered into the list of countries with tall people shortest in the world with an average of 157.9 centimeters or 62.2 inches. Indonesian women has an average height of 154.3 centimeters. (Nurhanisah, 2024) In Bali region, ethnic Balinese have an average height of 156.4 centimeters. (Linasari, 2017) Therefore, the majority of people, especially Balinese women is a petite woman. In general, the term 'petite' used to refer to a person who have below average height. In female context, petite refers to women who has a height of less than 162 cm (5 4 inch feet). (Enrico, 2016) Woman with petite body have different body proportions than women with taller height, with features such as narrower shoulders, a smaller waist, and more legs short. (Fatimah , 2018)

Using standard size or all size size so that women with petite body shape often face the challenge of finding suitable and comfortable clothing. Although the fashion industry continues to flourish, The challenge of finding a suitable dress for a petite woman remains a significant issue..In the fashion management and marketing journal on fashion involvement research, Pre-buy satisfaction and clothing needs on petite-sized clothes, These consumers, the petite-sized women, show a great lack of dissatisfaction to the available fashions. Based on the comments of the responders, a woman short and small has more problems with outfit selection. (Khan, 1999)

Many clothing stores did not provide enough variation of measure for women with a body petite. And the design is a model based on available to a larger body size, leaving the women petite with limited options. Petite woman forced himself often buy clothes in a standard so petite woman to adjust a garment to tailor in addition to cutting costs, smoothing, or change designs clothing to fit the petite of a lady. It is not just spend the time and money, but also created discomfort and frustration. In addition, several models petite not suitable for a woman wardrobe and made them more visible short a petite and makes ladies are not confident. There is an era now, Petite clothes are generally available at the mall. One of them is H&M. But, H&M dress is a fashion fashion fashion with only 3 weeks cycle. (Lenawati, 2021) Fast fashion delivers faster time, In just a few weeks, the fashion development process from design to

dress is ready to wear. Other than that, The fashion fast offers a large number of different styles of clothing. This causes fashion waste to increase rapidly. There are two things we can do about fast fashion, which is with reuse and subtraction. In that case, the author takes the opportunity to reduce using the principle of slow fashion, which is to develop modular fashion design intended for women petite.

Modular fashion design is an innovative approach to making clothing that allows wearers to create different styles and appearances by combining parts of clothing that can be separated and combined. In this design, each piece of clothing is designed in such a way that it can be paired with another section, create useful clothes and can be adjusted to the user's needs and preferences. In that case, modular fashion presents creative freedom for petite women. By having various parts of clothing that can be combined, Petite women can create different styles for different opportunities without having to have a lot of clothes. This not only provides practicality in dress management, but also supports sustainable environments by reducing waste and textile waste.

Modular fashion design also supports the idea of diversity in mode, because it allows each individual to express of the problems that have arisen. In this further research it will either be discussed or studied on modular fashion design designed for women who in this case can at least make it easier for petite women to find suitable clothing for women and modular clothing that can be associated with many fashion styles without speeding up the development of fast fashion which is bad for the environment. Other than that, This research aims to make people realize that every woman has a different body shape. Especially Petite women and this problem cannot be ignored. The design of this dress also aims to support the petite woman to show confidence even though she does not have an ideal body and educate Petite women to not insecure with her body.

Petite woman fashion petite size is the size of the specifically designed for women with below average height, usually 160 cm (5 feet 4 inches) or less. A petite having due proportion adapted to smaller body, including long arms, inseam pants, and broad shoulders. Here are the standard

measure petite woman Indonesia.

Table 1 (1) Petite Size Indoensian Women

Bust	84 cm
Waist	69 cm
Hips	95 cm

Source : Felicia Merida Enrico, 2024

Petite fashion style is a term used in clothing that refers to certain height range size made to fit small with them. Style of dress petite need to pay attention to a silhouette, a cloth, a long garment, a combination of colors, and pieces of clothing as some kind of dress make a woman petite little more. According to literature from the data collected and give tips on fashion stylish and fashion designers from platform youtube, the following is a selection of appropriate for petite women fashion. Women's color petite is more recommended using monochromatic clothing. Monochromatic is the kind of color theory defined by a series of colors that all have the same rona, Scaled from light to dark. (Pelzel, 2024) Monochromatic colors will make the body's illusion higher. On the contrary. If using color contrast the body's illusion will look severed so it will look shorter.

In the election for women to fashion a petite, attention should be given to a number of considerations. First, a vertical or a longer line may be elongated visual impact, creating the illusion of height required. In addition, avoid motive too large or complex, because it can make tiny and posture. On the other hand, choose a smaller or small scale to create the impression that is lighter and balanced. Avoid clothing with too many details can make a too crowded. Concentrate on the details simple design enriching appearance without distract attention from the body.

The petite women dress to a silhouette involving chose to support smaller proportion of the body. And the shorter or crop and subordinate highwaist so the legs look more level. Avoid clothing that is too big or too small. A garment fitting fine at the shoulder, the waist, and long legs can create a display that is more balanced. It should be noted also, clothing is too long can

make the body appear shorter. Select pants, a skirt, and dresses in having long, for example, not too long trousers and skirts reaching the best part of the leg. Avoid also selected fashion too wide or expands because they can make the body looks short and become larger, one of them choose trousers with a straight line or a little flares could give the impression of the foot longer.

RESULT

Modular Fashion System

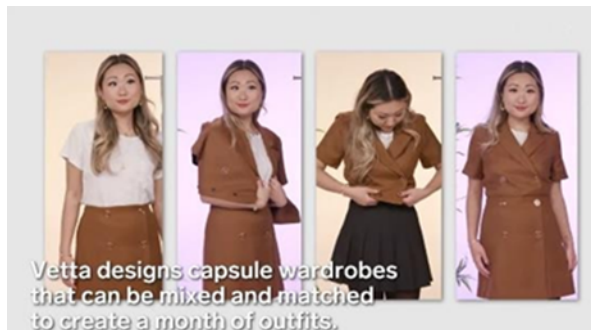


Figure 1 Modular Fashion System
Sourcer : youtube "Insider Art" 2024

Modular design is the product of certain elements that simultaneously as module universal form a new system that produces different variations, the same function, and performance products. Modular design can dismantle bagian-bagian clothes in different and make clothes no longer viewed as product of incomplete, but overall consisting of several modules can be integrated as shareholder with probability without end. (Chen 2018) In modular fashion using Mining as a link in each module in a fashion such as: (1) hole buttons, (2) snap button, (3) rope, (5) relining. These lentils are used to install and remove certain parts to turn one kind of outfit into a different model of clothing, Like long pants that can turn into shorts because the bottom of the pants that can be taken off. (Natasya, 2022)

Fashion Trend 2024

Predicted that the trend is the process of color who con-

front creativity, research, and analysis of data. Wesnxcoloro and pantone color institute of wama in forecasting industry was the leader. To the autumn color 2024, the dominant choice for includes classic autumn shades ranging from red berries that warm, orange, and purple until the new modern money will make the is unique. (thepatternedit, 2023)



Figure 2 Fashion Tren 2024
Source: pinterest.com, 2024

Other than color, some fashion items are also expected to trend during 2024. One of them is stacked tape. Gen z and millennials are predicted to be decorating shoes, clothes, hair, until his jewelry with ribbons. The band will use a sticky accent. The use of such bands can create a sweeter impression. Pinterest predicts, in the next year, the ribbon ornament will be scattered for everyone. Almost all fashion items will be equipped with ribbon decorations. (Zarawaki, 2024)

H&M atau Hennes & Mauritz AB

H&M atau Hennes & Mauritz AB, is a global fashion derived from Sweden. Founded in 1947, erling persson who founded by headquartered in Stockholm, Sweden. (TBH, 2023) With thousands of stores around the world and online presence via websites and applications, H&M continues to be a popular

destination for consumers who look for modern clothing in the latest style H&M is known as one of the leading fashion brands that provides affordable clothing and accessories. This brand is famous for its trendy and inspired style of top fashion, while keeping a competitive price value. Product of H&M has a large size range which is xxs 3xl and size petite, quality as well as a variety of designs. But, H&M is one of the fashion fast brands that has a three-week cycle. This cycle is rated so fast that it can have a bad impact on the environment. In addition to that the majority of products h & m use synthetic materials that are difficult to parse and not good for skin health.

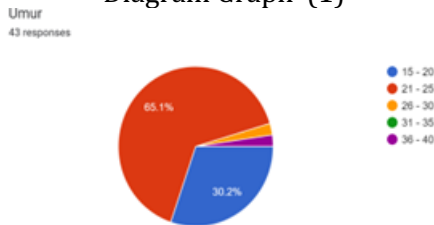
Convertible Racing Jacket

Convertible racing jacket is one of the product of lady lotus boutique brand. Brand would come from the united states and the people named Fei Hong. (Hong, 2023) The design of the modular concept model are taking a long and oversize jackets in the middle can be removed so that the crop to a jacket top and lower part of the jacket would be skirts so although separated between the upper and lower, fashion can be in use to look different. This jacket also has a lot of size range. That's size s xxl with standard size united states. However, standard size of united states larger than asia size especially in Indonesia which has a body tends to be smaller. Other than that, this jacket has a lot of details with large sizes that are not suitable for the Petite woman's use. The product also uses unfriendly polyester materials and is not good for skin health.

Questioner Data

In testing the description of this data, Researchers are trying to find out about the self-description, the challenge and hope of the Petite woman in choosing the fashion and the interest of the responder to the modular fashion design sample in this study. From the data collection results from the responder's response, with 43 responders using Google form or gform platforms spread out on the ground. This questionnaire was distributed from December 20, 2023 to January 1, 2024.

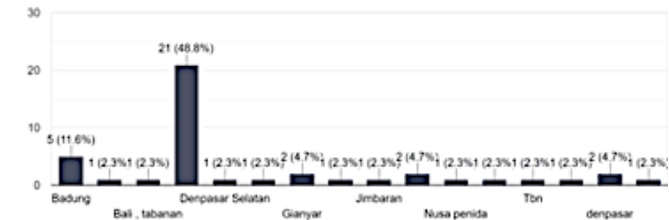
Diagram Graph (1)



Source: Personal Data, 2024

Frequency test data results show that the characteristics of respondents based on age i.e. with the age of 15-20 years as many as 13 people with a presentase of 30.2 %, with age 21-25 years as many as 28 people with 65.1% presentation, 26-30 years as 1 person with a presentase of 2.3 %, and age 36-40 years as 1 person with a presentase of 2.3 %. It can be concluded that the characteristics of the respondents based on the age of this study were dominated by respondents with the age of 21-25 as many as 28 people.

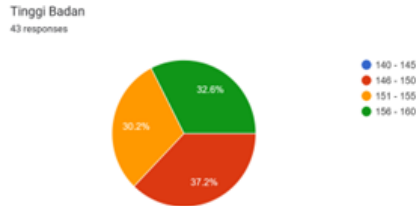
Charts the (1)
frequency based on residence of the respondents
Kota Tempat Tinggal
43 responses



Source: Personal Data, 2024

Frequency data results show that the characteristic responders based on their original area, Most domineering were the responders with the origins of the Denpasar, Where it's calculated manually. There are 24 people from denpasar and some of the responders came from outside Denpasar as many as 19 people as: Badung, Tabanan, Klungkung, Karangasem, and Gianyar.

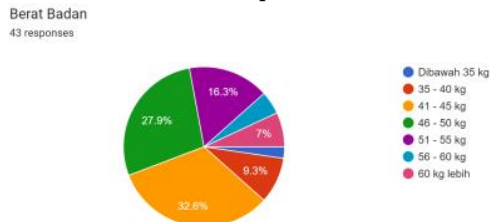
Diagram Graph (2) Frequency test results based on response height



Source: Personal Data, 2024

Results from frequency data show that the characteristics of respondents based on the height they have is 140-145 cm with a presentase of 0 % (0 people), body height 146-150 cm with a presentase of 37.2% (16 people), body height 151-155 cm with presentase 30.2% (13 people), and height of 156-160 cm with a presentase of 32.6% (14 people). Can be concluded that the characteristics of the respondents based on height are dominated by height 146-150 cm with a presentation of 37.2% with the number of 16 people out of 43 people.

Diagram Graph (3) Frequency test results based on the body weight of the responder

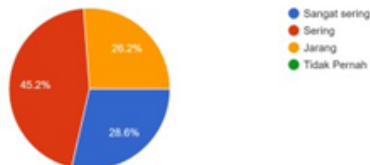


Source: Personal Data, 2024

The result of the frequency data shows that the characteristic of the responder based on the weight of under 35 kg is presentase 2.3 % (one person), weight 35 -40 kg with 9.3 presentase % (4 people), weight 41-45 kg with 32.6 presentage % (14 people), weight 46-50 kilograms with 27.9 presents % (12 people), weight 51-55 kg with presents 16.3 % (7 people), weight 56-60 kg with 4.7 presentation % (2 people), and weigh over 60 kg

with presents 7 % (3 people). It can be concluded that the characteristic of the responder based on weight is dominated by the weight of 41-45 kg with a 32.6 presentation of 14 people out of 43 people.

Diagram Graph (4)
Frequency test results based on difficulty in finding
fashions according to height



Source: Personal Data, 2024

From the chart above shows all responders with presents 100 % or 43/43 responders have had difficulty finding clothes that fit height. And responders claim that it was never difficult to find clothes that fit your height with presents 0 % (0 person), rare 25.6 % (11 people), often 46.5 % (20 people), and very often have difficulty with 279 presentage % (12 people).

Log graph (1)
Frequency test results based on the responder's
Residence

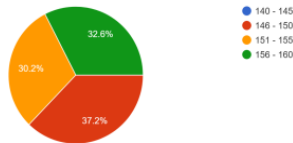


Source: Personal Data, 2024

The data showed that the frequency of karakteristik respondents origin on which they live, most dominating is respondents with from other regions located in denpasar, where in the manual, there are 24 people from denpasar and for

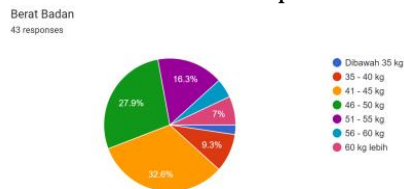
those who come from outside the denpasar as many as 19 people like: Badung, the district, Klungkung, Karangasem, and Gianyar.

Diagram graph (2)
Frequency test results based on response height
Tinggi Badan
43 responses



Source: Personal Data, 2024

Diagram graph (3)
Frequency test results based on the body weight of the
source responder:

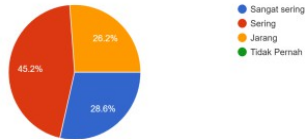


Source: personal data, 2024

Results from the data frequency show that the characteristic of the response based on weight that belongs to under 35 kg with 2.3 presentage % (1 person), weight 35-40 kg with 9.3 presentase % (4 people), weight 41-45 kg with 32.6 presentage % (14 people), weight 46-50 kilograms with 27.9 presents % (12 people), weight 51-55 kg with presents 16.3 % (7 people), weight 56-60 kg with 4.7 presentation % (2 people), and weigh over 60 kg with presents 7 % (3 people). It can be concluded that the characteristic of the responder based on weight is dominated by the weight of 41-45 kg with a 32.6 presentation of 14 people out of 43 people.

Graphic (4) frequency test results based on the level of difficulty in finding clothes according to height

Dimasa sekarang pakaian lebih sering menggunakan size all size. Apakah anda sering mengalami kesulitan untuk menemukan pakaian pas dengan tinggi anda?
42 responses

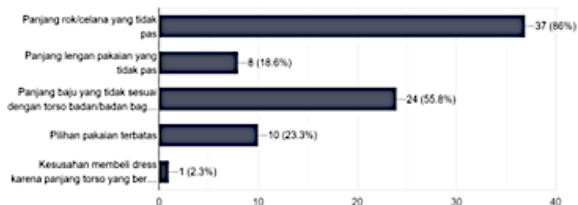


Source: personal data, 2024

From the graph above shows all respondents with 100% or 43 / 43 presentation of the respondents have ever had difficulty in finding clothes that correspond to height. And respondents stated never had any difficulty in finding clothes that fit the height with a presentation of 0 % (0 people), rarely 25.6% (11 people), often 46.5% (20 people), and very often have difficulty with presentation of 27.9% (12 people).

Log Graph (2) Frequency test results based on difficulties once experienced when buying source clothing:

Wanita petite sering mengalami kesulitan dalam memilih pakaian dikarenakan memiliki tinggi dibawah 160cm. Pilih kesulitan apa saja yang pernah... saat membeli pakaian (Bisa pilih lebih dari 1)
43 responses



Source: personal data, 2024

The data proved that Petite women found trousers/skirts of inappropriate length. The second most followed by the length of a dress that does not match the body torso, the third arm length that doesn't fit, then the responder also added to the difficulty of buying a dress with an unsuitable waist. The many difficulties

that women face, Petite, prove that there are many things that need to be taken care of in designing clothes for petite women.

Charts the (5)
based on the results of the frequency of difficulties had ever experienced when buying clothes



Source: private data, 2024

The data proving that petite women more frequently finds/pants with long skirt ill fitting, followed by a second largest long torso is not in accordance with the, third long arm that is fitting, and respondents also menambahkan difficulties in purchasing dress with the ill fitting the waist. The difficulties experienced by women petite proves that a lot of things that need to be considered in designing petite fashion for women.

Log Graph (3)
Frequency test results based on the action of the responder when having too long clothes

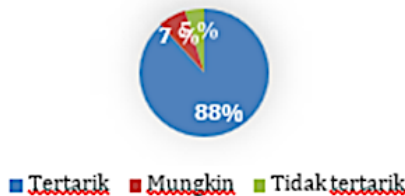


Source: personal data, 2024

The data proves that the petite women prefer to cut clothes that are too long. The second most followed by folding too long a

garment, third combined with suitable clothing. Fourth let it go just like that, fifth in heels. And the last one didn't use it. Of the majority of the responders who chose to cut clothes, In the future, this will increase the waste of fabric in the fashion industry.

Diagram Graph (6)
Frequency test results based on responder's interest in modular dress:



Sources: personal data processed in 2024

The diagram graphs above show most responders with 88% presents % or 38/ 43 responders interested in using modular fashion design. And some of the responders said they might be interested in presentage 7 % (3 people), and is not interested in presentage 5 % (2 people).

Diagram Graph (7)
frequency test results based on modular fashions that wish to respond



Sources: personal data processed in 2024

Diagram graphs above show most of the responders with 65.1 % or 28/43 responders choosing to use casual/non formal modular fashion. And some of the responders chose a semi-formal modular fashion with 27.9 presents % (12 people), and

select a formal modular fashion with presentation 7 % (3 people).

Diagram Graph (8)
frequency test results based on modular fashion that
respondents want to try



Source: personal data processed in 2024

From the graph above shows most respondents with presentation of 81.4% or 35 / 43 respondents chose. And a portion of respondents chose semi-formal modular fashion with a presentation of 27.9% (12 people), and choose a formal modular fashion with a presentation of 7% (3 people).

Figure (9)
Frequency test results based on environmental friendly
fashion interests and long-term use



Source: personal data processed in 2024

From the diagram graph seen that almost all respondents (42 out of 43 people) are interested in environmental friendly fashion and long-term use and 1 of them mentioned not interested in environmental friendly fashion and long-term use.

Graphic (10)

frequency test results based on environmental friendly fashion interests and long-term use

Dalam 3 bulan terakhir, berapa busana (atasan, bawahan, outer, dan lain lain) yang sudah anda beli?
43 responses



Sources: personal data processed in 2024

From the graph above shows most respondents with a presentation of 58.1% or 25 / 43 respondents bought 1 4 fashions in a period of 3 months, 5 8 fashion with a presentation of 30.2% (13 people), more than 17 fashion with a presentation of 7% (3 people), 9 12 fashion with a presentation of 4.7% (2 people), and 13 16 fashion with presentase 0 % (0 people).

Data Interview

Data obtained interview that is divided into two, interviewing three speakers and a petite woman modular fashion. Petite woman interviews is that speakers are the truth often found difficulty in obtaining appropriate size fashion. In addition, speakers have to cut or folded clothes when she found a garment that is too long, to have to spend the money to the mempermak fashion. Of a fashion concluded that the speakers tended to choose pieces fashion looks better in short order, the speakers also noticed a silhouette when selecting clothes look balanced in order that the body.

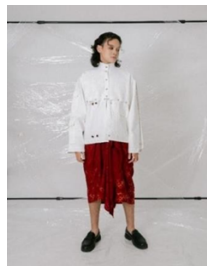


Figure 3 Anyone Warfare Product

Source : Rachel Evelyn Candra "Anyone's Warfare" 2023

To get modular fashion data, the author interviewed a fashion designer named Rachel evelyn candra with the name of the collection of anyone's warfare who raised the issue of sexual harassment. This dress is a modular jacket that uses thrifting materials and sablon techniques. In the design process. The only thing the source notices is the selection of materials. Mining or connector, and look at the resulting. Sources select rust iron buttons as connectors in each module with the resulting bases and modules can be exchanged for each collection. Like any exchangeable jacket arm and lower jacket module that can be used as a totebag. The use of buttons is also flexible because it can be adjusted to the user's will and look produced better than the use of zippers.

In modular fashion design, of course it has its own challenges. When design needs to be looked at technical fashion or calculate each module in order to produce a different look or even produce a new item from the module. Other than that, need to pay attention to fabric fibers as well as proper button placement. In this design it needs to ensure that the resulting fashion is not only off the tide but each module has its own function.

DISCUSSION

Step of works

1. The production process of analysis related all the data regarding women's petite and modular fashion is then implemented in the development process of fashion design concepts.
2. Brand Identity



Figure 4 Brand Vertelle
Source: Personal Data, 2024

The brand developed by the author is vertelle. It's coming from the word vertellen. It means to tell the story. This brand holds the story / experience of the Petite woman in finding the appropriate dress. This brand puts women's needs ahead of itself and aims to help the petite women in the fashion sector and make the petite women look confident. Market target of the brand. This is a Petite woman with a height of 145 to 160 centimeters., aged 17-27, high middle, student / worker, first of all locals, and have an interest explore look.

3. The theme

Theme raised is fall ribbon, taken based on trend fashion fall season 2024 that uses the monochrom color of beige and trends expected to rise in 2024. The ambiance created is girly and calm, implemented with romantic feminine fashion style combined with classic elegant. The concept is tailored to the needs of petite women as well as the independent concepts of modulars.

4. Concept

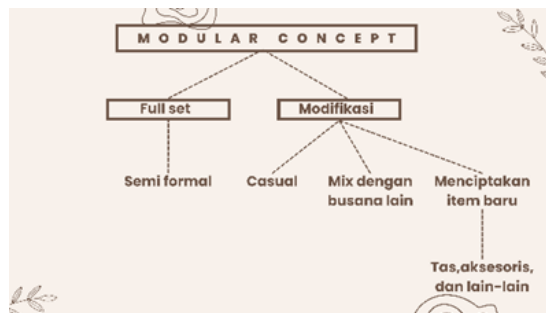


Figure 5 Concept
Source: Personal Data, 2024

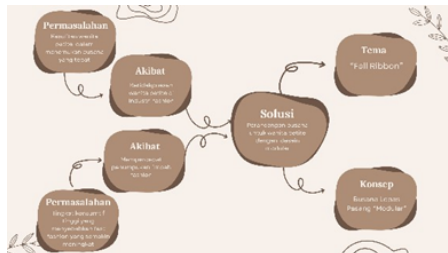
The concept of modular fashion that is lifted has two different ways: modular clothes produced when full fashion set and modular fashion are modified. Modular fashion full set generates semi-formal look. For modifications to be casual, with the other clothes, can also create new items like bags, accessories, and another other than modulars, This work uses

the concept of sustainable fashion. Sustainable is slow fashion of multi-wear look, pay attention to quality, and timeless. In its design also considers the impact on the environment and the comforts, that therefore uses a comfortable fabric of natural fibers and can minimize waste.



Figure 6 Sustainable Concept
Source: Personal Data, 2024

5. Mind Mapping



Source: personal data processed in 2024

Mind-mapping method on this concept used to dig up information from the problem, result, solution, theme, and concept used as reference to the fall design ribbon.

6. Moodboard

Moodboard is a collection of images, color and type of object that can describe ideas as a reference in design design to determine the atmosphere, The color, the impression and theme that supports the concept in this case of fall ribbon.

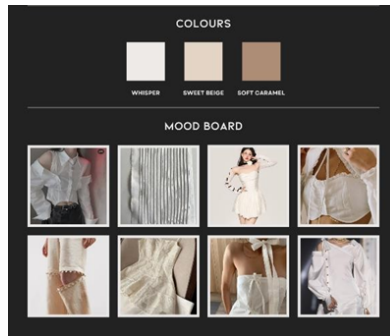


Figure 7 Moodboard
Source: personal data processed in 2024

7. Design

Every design has an arm, the Boss, and subordinates that can be exchanged between designs that can be adapted to the user. In addition, the boss and subordinate can be used to mix and match other fashion. This gives the user a creative space in creating the fashion that she wants.



Figure 8. The Design "Fall Ribbon"
Source: Personal data processed in 2024

- Arm off
- Put off the waist up and could be belt
- Boss can crop output to fashion and may provide another
- Skirt with the hemisphere that height can be arranged



Figure 9 The Design "Fall Ribbon"
source: personal data processed in 2024

- Arms off
- The corset can be removed. And there's an adjust rope on the back
- The tearable top
- Pants can be set for shorts and trousers

8. Materials



Figure 10. Materials
source: personal data processed in 2024

The selection of materials in the fall ribbon fashion design is very noted for fashion to last. The fabric used was a natural fiber like cotton fibers, linen, tancel, and bamboo. In each tear-off fashion module, using rust iron buttons as a link.

9. Bussiness & Market

In this digital age, The marketing of petite fashion products with modular design with the name of the fall ribbon collection is done through social media and e-commerce like Tiktok, Instagram, Facebook, shoppe, and the

pedia store. Modular design provides ease for the petite consumers to adjust their clothes to their body proportions in more precision. By utilizing vast social media and e-commerce platforms, vertelle can create an interesting marketing campaign and focus on the right market segment. This strategy allows vertelle to communicate directly with the audience. Using photos and videos that display modular design variations, and inspires style to potential consumers. Through the innovative combination of designs tailored to the body needs of petite and the power of social media platforms and e-commerce. The marketing of petite fashion products has expanded its coverage and its impact on creating more persona shopping experiences.

CONCLUSION

After research and design process of fall ribbon fashion which has been described in previous chapters, authors may conclude that: from the design process a piece of clothing intended for women petite with modular design, raised from the problem of women's dissatisfaction in the fashion industry and rising fast fashion. The author can pack it into a concept called fall ribbon. This title came from a 2024 combination of fall seasons and ribbon trends packed with a petite woman's custom dress with modular design capable of multi-wear look. Modular concept provides an innovative and flexible solution. Allows women petite to adjust their clothes to higher precision.

This combination also produced a work that had a deep story related to all the women's difficulties in the fashion world. Other than that. Fashion design for women petite with modular design brings revolutions in fashion worlds considering the diversity of body shapes. In order to produce a good piece of clothing and to overcome women's difficulties. Petite women and fast fashion issues, process identification of problems and author references accompanied by various data sources until learning more deeply to find the correct solution. It was then poured into design, so it was created by a piece of clothing that could be the hope of a petite woman.

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