ABSTRACT

Boutique Rika moslem fashion is a recreational facilities that can meet all the needs of the people of Surabaya against muslim clothing and accessories especially for women.

With sales facilities offered complete, visitors can obtain all the needs in Muslim dress. Also in the sale is necessary displaying designs that make visitors feel comfortable.

Design area includes a reception area consisting of consultation and waiting areas, sales area which consists of fashion display area, display area of the veil and accessories display area, and the last is the area of sewing, cutting and pattern.

The method used in obtaining data is by taking a picture of the location of the existing data, field measurements, observations, observations from the literature-literature sources that include materials design. After that will analyze the data and willing to then be implemented in the design.

In accordance with women as the focus of design, the design concept refers to the characteristics or values in Muslim dress which reflects a woman's femininity. Therefore, in the design of this boutique many use of flexible furniture and highlight neatness, and the identity of a woman who presented through the presence of orchids in the interior of this boutique Rika.

Keywords: Rika Boutique Moslem, facilities, concept design, neatness, woman identity.