DESIGNING ITANG YUNASZ’S ISLAMIC WEARS CATALOG BOOK
IN TRADEMARKS OF PREVIEW

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Abstract

In the last few of years, the fashion world in Indonesia go trough on a rapid growth. Same as a regular fashion, the Islamic fashion design also have a rapid growth. Marked by many of Islamic fashion show is held in Indonesia regulary and Indonesian designers took part on it.

This media design aims to further promote Indonesian Islamic fashion world. With drafting Itang Yunasz’s Islamic desain, Indonesian fashion designers in particular who want to try to design / enter into Islamic design is easier to search for reference books that are still hard to find Islamic clothing fashion reference book that worked well. Beside, this book can provide the information to the public who want to wear clothes in a moslem way and tell to them the islamic wear is not always that rigid, or only be used as a home-based clothing, but can also be used to look stylish. So, the Itang Yunasz’s calatog book can serve as a reference materials and information to the people of Indonesia, especially on islamic dress. First thing to do is a research of a public knowledge about Itang Yunasz and a style of his design. From existing, USP, characteristic and target segments are obtained visualization concept. The realization of research and design is a catalog book with the keyword of "the evolution of modern Islamic fashion" with contents that match with the wishes of the target segment.

Key word : Catalog, Collection, Islamic Design