TOTAL DESIGN CLOTHING FOR
PLUS-SIZE YOUNG ADULTS

NORASLIZA BINTI ABU BAKAR
&
MOHD ISKANDAR BIN MOHD YATIM

ABSTRACT

This research focused on total design clothing for plus size young adults girls. For plus size young adults they always have challenge to find a plus size cloth that suits the young adult girls. This study identified the types of clothing attribute suitable for plus size young adults. Then examined the plus size young adult clothing styles, and then design a range of clothing attire that is appropriate for the plus size young adults. This research is aimed to produce a range of casual attire that are not only stylish, fashionable but also can make them look slimmer and confident to them. The study used purposive survey where 130 respondents who possessed BMI 30 and above in Malacca focusing on secondary schools, IPTA and IPTS were interviewed using structured questionnaires. The data was analyzed using SPSS version 20 and frequencies statistics were used in analyzing the data. Findings form this study identified the application of line, colour, silhouette, fabric, proportion and balance that contributed as clothing attributes suitable for plus size young adults. Clothing styles were identified from the preliminary study that included street observation and shop visits. It can be concluded that application of elements and principles of design in product design and street observation of styles would help to create fashionable casual attire for the plus-size young adults. It can be concluded that comfortable attire for plus-size young adults can be achieved through elements of line and silhouette of design and minimal design for appropriate fabric and detail.

Keyword: Total Design, Clothing, Plus-size, Young Adults
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