

ABSTRACT

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In recently women is not only interested in dress but also more interested in underwear, too. The underwear market expand wider because the product see that now women is not think that underwear is not shameful. In the past women think that underwear is only wear inside, nobody can see and it just to keep the shape. Nowadays fashion have an influence to underwear be important part in dressing. Women is interested in shape and beautiful dress so they will particularize when they buy product, they will buy the product that good looking and have quality. So INTIMA shop should have reinforcement the image to make consumer feel confident when they come to the shop and make the shop to be knew. Therefore INTIMA shop just only open 2 years and this sho have a different underwear from other brand. There own package but the othher brand use the package of department store and INTIMA shop is separate from the department store and have sport bar and import aerobic suit to prominent. It will help consumer remember the product but INTIMA shop not have interesting design in package and not have more promotion so consumer cannot remember the product too much. I think the product of this shop is underwear and sport bar. Target group is not only working women but also a student and a women that interested in fitness because this shop have sport bar, too. So the art direction should not too sweet and not too strong because this is a product for women and should use color to give the feeling of feminine and fun. The concept is **color of women** because women have difference mood in each of them so use mood compare with color, there are many color in first designing but it so confuse and not look like underwear shop and next use blue and yellow color because I think it give a feeling of fun and it not use to more over color but the committee advice that it look like children but this product is not only for teenage but also for adult, too. The next step use orange and violet but committee see that it too strong color it will not look like a product for women so it appropriate in light orange and

in light color it will sweeter and yellow is give a feeling of fresh and fun .The product will sweeter and not too strong . When have the concept and color and then is step of design , the designing alter from shape of women and use shape of women in designing which have problem and improving and resolving . In first step of design it not appropriate in shape of logo and model picture that use in designing

Finally it not necessary to have model 's face so use only shape of model and logo improve the curve because in first designing logo is too fat and then improve the curve to be slender women therefore the product is underwear that is the product that stress the women ' shape . So the shape of logo is important and have to present the slender women to make consumer feel that when they wear the product they will slender like the model.

Conclusion this project is make me feel that in every work must have problem . Nothing is perfect , the important thing is the resolving that will be in good way or not and we should consult with other that have more knowledge because nobody can finish the work without consult he other .