

ABSTRAK

TINJAUAN FASYEN JAKET OUTDOOR CONSINA – LA CHIVA

Kata Kunci : Jaket Outdoor, Gaya Fesyen, Tren, Aktifitas Sehari-hari

Kemunculan pada jaket outdoor saat ini banyak beredar dipasaran dan terdapat mode-mode fesyen yang bersentuhan pada gaya fesyenya. Jaket-jaket tersebut pada dasarnya terinspirasi oleh jaket-jaket lain yang memiliki gaya yang dapat digunakan sehari-hari.

Dalam penelitian kali ini penulis membahas jaket Consina sebagai produsen jaket outdoor buatan Indonesia yang namanya sudah sangat diperhitungkan. Jenis jaket yang di teliti pada merek Consina yakni jenis *La Chiva*, apakah jaket tersebut memiliki orientasi terhadap *Fashionable* atau *Functionable*.



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ABSTRACT

REVIEW OF FASHION OUTDOOR JACKET CONSINA – LA CHIVA

Keyword : Outdoor Jacket, Fashion Style, Trend, Daily Activity

The appearance on the outdoor jacket is currently widely circulated in the market and there are fashion modes that come into contact with the fashion style. The jackets are basically inspired by other jackets that have styles that can be used everyday.

In this study the author discusses Consina jacket as an outdoor jacket manufacturer made in Indonesia whose name has been very calculated. The type of jacket that is in the conscience of the Consina brand is La Chiva type, whether the jacket has an orientation to Fashionable or Functionable.



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