

ABSTRACT

Fashion is defined as expressing style of dress or behaviour at any given time with the strong implication that fashion is characterized by change. According to the editorial policy of fashion theory *The Journal of Dress, Body & Culture* quoted by Steele (2019) Fashion is defined as *“The cultural construction of the embodies identity.”* (Steele, 2019, p. 11).

Fashion industry in Indonesia can be launched rapidly last few decades. This is supported by local designers who are increasingly level of improvement, increasing potential and innovation to developing retail sector. Nowadays, local fashion pays much attention to development of local designer in order to compete with foreign brands.

According to previous research about fashion by Siahaan and Nursari (2017) claimed that fashion industry in Indonesia has recorded a 10% increase since 2013 and predicted to increase over the next few years, however majority of retail only focuses on small and medium size (S and M) (Siahaan & Nursari, 2017, p. 235). Based on research of Sanjaja and Sudikno (2012) was quoted by Siahaan and Nursari (2017) said that women aged 20-30 has higher excess body weight than men. Because of that, research read the market trends for plus-size women with the size XL above who need variety of appearance by creating fashionable collection so that they still can be comfortable and confident to expressing themselves with mixing and matching clothes.

Because of that, based explanation above can concluded that plus-size people are exist and need more fashionable collection of clothes. Lot of new opportunities for retail business to produce more plus-size clothes, also to famous brand clothing store to aware about what plus-size needs and wants.