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## DESIGNING A DRESS-UP GAME AS A MEDIA FOR INTRODUCING FASHION STYLES TO GENERATION Z WOMEN

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### Abstract

*The development of digital technology has driven innovation in various fields, including fashion. One such technology is interactive media in the form of dress-up games, simulation-based games and visual customization that allow users to explore fashion styles virtually. Dress-up games have the potential to be a medium for introducing clothing styles because they integrate visual elements, interaction, and creativity into one digital experience, one of which is the popularity of the Infinity Nikki game in 2024. On the other hand, women in Generation Z are among the fashion consumers who actively follow trends but still show minimal variations in the level of knowledge in certain clothing styles. Therefore, interactive media that is interesting, creative, and in accordance with the characteristics of Generation Z is needed. This study aims to design a dress-up game as a medium for introducing clothing styles for Generation Z women in the hope that it can help them to get to know clothing styles more fun and effectively.*

**Keywords:** Dress Up Game, Fashion Education, Generation Z Women, Educational Game, Interactive Media.

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### INTRODUCTION

The rapid development of digital technology has brought significant changes to various aspects of life, including the field of fashion. The integration of fashion and technology has driven the emergence of various creative innovations, one of which is interactive game-based media.

Dress up games are digital games based on simulation and visual customization that allow players to explore fashion virtually (Salen & Zimmerman, 2004; Schell, 2015; Gee, 2003). Through mechanisms of selecting, combining, and applying fashion elements to virtual characters, dress up games have the potential to serve as a medium for introducing dress styles, as they integrate visual elements, interaction, and user creativity into a single digital experience. One example of a modern dress up game that is popular among women is *Infinity Nikki* (2024), which emphasizes the exploration of fashion styles and aesthetics.

According to a Statista survey (2021), the majority of women associate clothing choices with self-confidence and self-image. In addition, a Statista survey (2022) shows that women are the most active fashion consumers in following trends and understanding fashion product categories. Nevertheless, several studies indicate that the level of fashion knowledge among female consumers still varies. Fashion knowledge has been shown to have a significant influence on dress style, and differences in knowledge levels are affected by information sources and the degree of individual involvement in fashion (Yati, 2024; Aristawati & Prasetyo, 2021; Putri, 2022).

This condition indicates that a number of women as fashion users still have limited knowledge regarding certain theoretically classified dress style categories and characteristics, such as preppy or sporty styles. Therefore, alternative media that are interactive, engaging, and aligned with the characteristics of Generation Z women are needed to support the process of introducing these dress styles. Based on this background, this study designs a dress up game as a medium for introducing dress styles to Generation Z women.

## Dress Up Game

A dress up game is a type of digital game based on simulation and visual customization that allows players to select, combine, and apply clothing elements, accessories, hairstyles, and other visual attributes to virtual characters according to certain preferences, whether for entertainment, self-expression, or learning about dress styles. Conceptually, dress up games fall under the categories of simulation games and casual games, with a primary focus on fashion visuals, aesthetics, and decision-making based on design choices.

## Dress Style

Dress style refers to visual patterns of clothing formed through combinations of fashion elements that represent aesthetic characteristics and individual identity. In fashion theory, dress style functions as a visual classification system that helps individuals recognize and distinguish specific clothing characteristics, such as preppy and sporty styles. Understanding dress styles is important because it influences an individual's ability to express themselves through clothing.

## Generation Z

According to Yanuar (2016), Generation Z is the youngest generation entering the workforce, also referred to as the iGeneration or the internet generation. Generation Z shares similarities with Generation Y; however, Generation Z is capable of applying multiple activities simultaneously (multitasking), such as using social media on a smartphone, browsing on a PC, and listening to music using a headset. Most of their activities are closely related to the virtual world. From an early age, this generation has been familiar with technology and advanced gadgets, which indirectly influence their personality.

## Rationale of the Study

This study is conducted to introduce types of clothing and dress styles through a game-based medium.

## Research Questions

What dress styles need to be introduced to Generation Z women through a dress up game?

How can a dress up game be designed as a medium for introducing dress styles to Generation Z women?

## RESEARCH METHODS

This game will be designed using the Multimedia Development Life Cycle (MDLC) method. Sutopo uses the MDLC method, modifying Luther's method. Munir (2012) describes this multimedia development methodology as consisting of six stages: concept, design, material collection, assembly, testing, and distribution, as illustrated below:

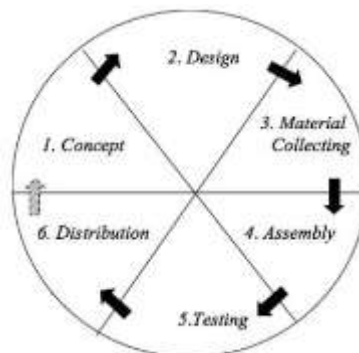


Figure 1. MDLC Method Diagram

### Concept

The concept stage is the phase of determining the objectives and identifying the target users (audience identification). This stage also defines the type of application (presentation, interactive, etc.) and the purpose of the application (entertainment, training, learning, etc.).

### Design

The design stage involves creating specifications related to the program architecture, style, visual appearance, and the required materials/resources for the application.

### Material Collecting

The material collecting stage is the process of gathering materials according to the application's needs. This stage can be carried out in parallel with the assembly stage.

### Assembly

The assembly (development) stage is the phase in which all multimedia objects or materials are created. The development of the application is based on the design stage.

### Testing

Testing is conducted after the assembly stage is completed by running the application/program to identify any errors. At this stage, the game is tested using valid and prepared testing instruments.

### Distribution

In this stage, the application is stored on a storage medium. If the storage medium is insufficient to accommodate the application, compression will be applied. This stage can also be referred to as the evaluation stage for improving the developed product. The results of this evaluation can be used as input for the concept stage of subsequent product development.

## RESULTS AND DISCUSSION

### Observation Results

Observations were conducted on 57 Generation Z women in Bandung City. The observations ranged in age from 14 (the youngest Generation Z member) to 30 (the oldest Generation Z member) in 2025, with an average of 14 women.

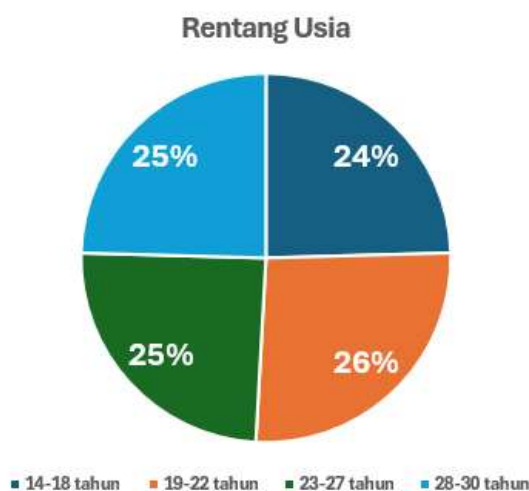


Figure 2. Age Range Diagram for Observation

Then, the first survey was conducted to determine the familiarity of the clothing style terms to be shared with the women. The results are as follows:

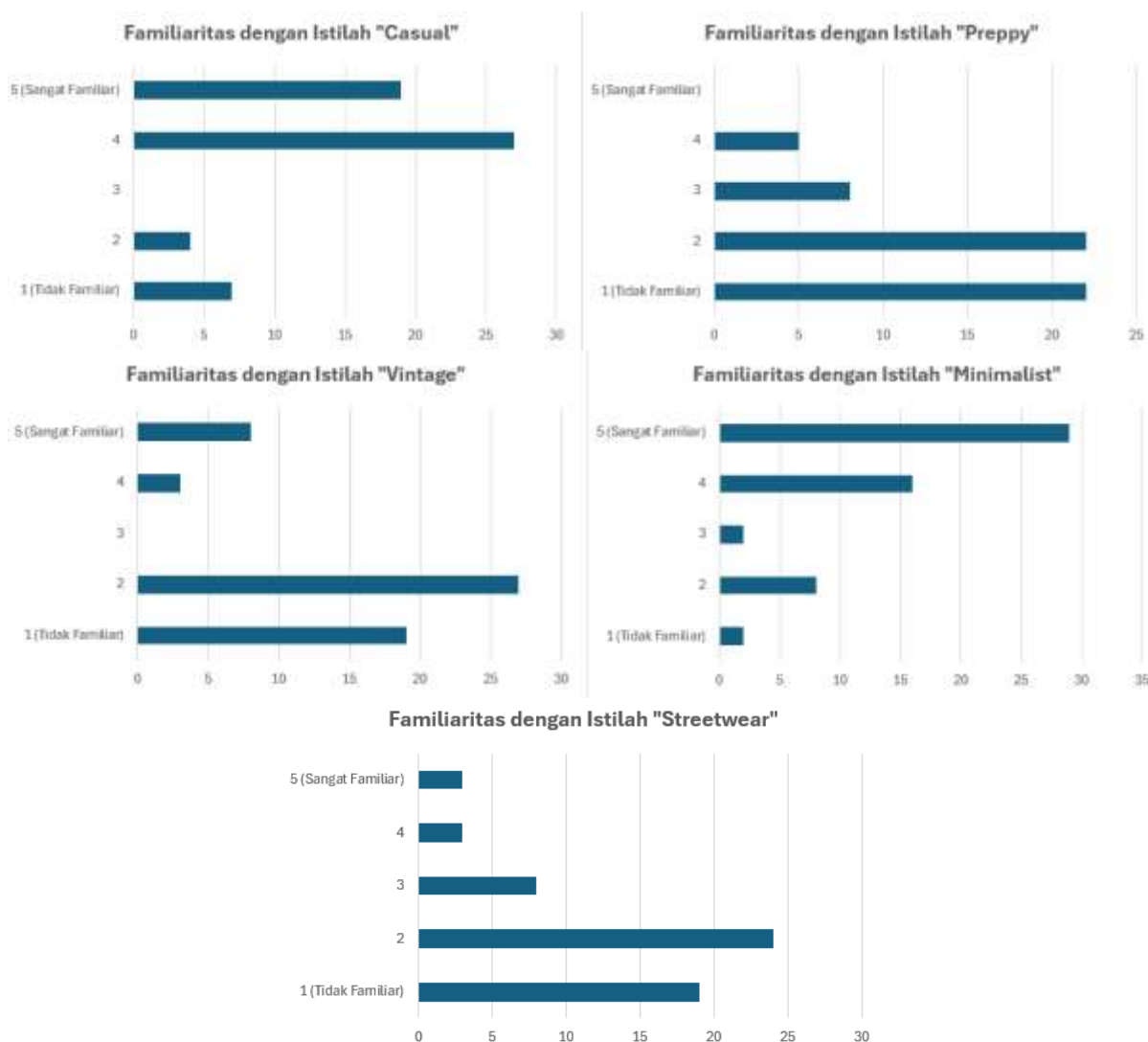


Figure 3. Clothing Style Familiarity Diagram

The following is an example of some frequently used clothing style terms. Based on the data, several terms fall into category 1-2 (unfamiliar), such as vintage, preppy, and streetwear, while terms like casual and minimalist fall into the more familiar category. These clothing style terms will serve as the basis for creating a dress-up game, provided they align with existing theory.

A second survey was conducted to determine women's perceptions of clothing styles. The results are as follows:

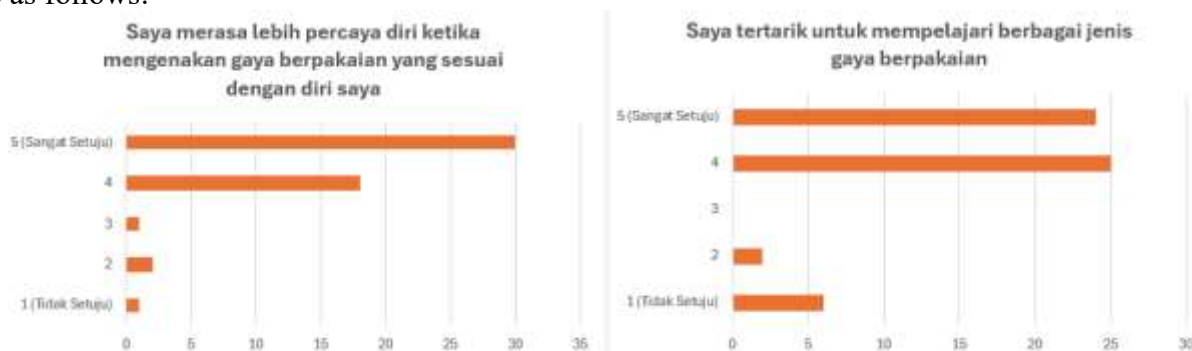




Figure 4. Diagram of Women's Perceptions of Clothing Styles

Based on the data, it was found that the majority of women feel more confident when wearing clothing styles that suit them and are interested in learning about existing styles. They also agree that digital media can help them identify clothing styles that suit them.

The survey also included clothing styles they were curious about, and their answers varied, including sporty, athleisure, unisex, retro, elegant, and urban styles. Other styles they mentioned will also be incorporated into the game.

**Design Plan**

The game design will be based on a combination of the MDLC method and observational results. The Multimedia Development Life Cycle (MDLC) is a method adopted by Sutopo for multimedia design from Luther. The MDLC has six stages: concept, design, material collection, assembly, testing, and distribution. The following is a flowchart for the game:

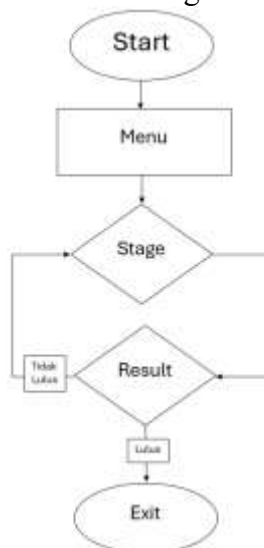


Figure 4. Flowchart Diagram

Game stages will be divided based on observations and will be categorized into clothing style terms as challenges, which are then written as follows:



Figure 5. Game Visualization

## CONCLUSIONS

This research found that most Generation Z women are still unfamiliar with several fashion terms, including terms like preppy and vintage. They tend to be interested in learning about other styles, which makes them feel confident wearing clothes that suit their style. The game was created based on these observations, with the stages focused on the fashion styles they want to learn and those unfamiliar with. It is hoped that this game will help Generation Z gain information about fashion styles and help them determine the clothes and styles they want to try in their daily lives.

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