**Innovative Product Development using Mind Mapping Method (Case Study: Fashion Product Innovation)**

**Z A Setyorini1 and M A Jerusalem2†**

1 Faculty of Engineering, University Negeri Yogyakarta, Yogyakarta, Indonesia

2 Faculty of Engineering, University Negeri Yogyakarta, Yogyakarta, Indonesia

† Corresponding author: adam\_jerusalem@uny.ac.id

The procedure in developing the Evening Scorch as a case of fashion product innovation include; 1) creating a party dress design with the idea of Candi Penataran; 2) developing an Evening Scorch with the idea of Candi Penataran. The Evening Scorch creation process begins with 1) design creation: includes: reviewing references (source of ideas, styles, looks), creating moodboards, and making sketches; 2) the making of this dress includes stages; a) the preparation stage, namely; drawing work designs, taking measurements, making 1: 4 scale patterns and large patterns, designing materials and calculating prices, b) implementation stages include; laying the pattern on the material, cutting, marking stitching, stretching and sewing, c) the evaluation stage, including; first evaluation of process, second evaluation of process, and evaluation of results. Generating the idea using the Mind Mapping method. The results obtained are: 1) the creation of the Evening Scorch design with the source of the idea of Candi Penataran which has a silhouette design on the skirt and has a princess line and an empire line on the fashion design.

Keyword: mind mapping, *Evening Scorch*, Candi Penataran