# ABSTRACT

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*The creative industry in Indonesia has experienced a very significant growth, especially in the fashion industry and it impacted the country's economy. Increased consumer interest in fashion products, lack of public awareness causes various social and environmental problems. Therefore, consumer's perceptions, wants and needs are important to address the social and environmental problems caused by fast fashion. This study aims to determine consumer perceptions, needs and wants on sustainable fashion. The research method used is descriptive qualitative method, the data collected is the result of observations and interviews with people that live in DKI Jakarta. The interview results are analyze using Empathy Map, Value Proposition Canvas, and Lean Canvas. The results of the analysis are used to develop the Semestamu's business model. The study shows that people have not paid much attention and do not understand about sustainable fashion. Therefore, clothing brands with sustainable fashion concepts are needed not only to produce clothing, but also to provide education so that people are aware of the importance of the sustainable concept.*

*Keywords: Perception, Consumer Needs and Wants, Business Models, Fashion Industry, Sustainable Fashion.*