

ABSTRAK

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PERANCANGAN INTERIOR *EYELASH STUDIO* “EVERLASH LASH EXPERT”

(xiv + 73 halaman: 43 gambar; 5 tabel)

Perancangan interior *Everlash Lash Expert* bertujuan untuk menciptakan studio *eyelash* yang tidak hanya berfungsi sebagai tempat perawatan kecantikan, tetapi juga sebagai ruang edukasi dan promosi *brand* melalui kehadiran *eyelash academy*. Perancangan ini dilatarbelakangi oleh meningkatnya minat masyarakat terhadap *eyelash extension* sebagai bagian dari gaya hidup modern. Studio ini dirancang untuk menghadirkan suasana yang nyaman, bersih, elegan, dan eksklusif bagi pengunjung maupun peserta pelatihan. Konsep “Glamor Kontemporer” diwujudkan melalui pendekatan bentuk organik, warna *earth tone*, serta penggunaan material seperti kayu jati, marmer, *stainless steel*, dan kaca. Proses perancangan dilakukan dengan studi literatur, observasi lapangan, wawancara, dan analisis kebutuhan ruang berdasarkan standar kenyamanan dan identitas *brand*. Hasil perancangan ini adalah interior *eyelash studio* yang mampu mengakomodasi kegiatan *treatment* dan edukasi, serta menciptakan pengalaman ruang yang estetis, fungsional, dan mendukung citra premium *Everlash Lash Expert*.

Kata Kunci: Perancangan, Desain Interior, Studio *Eyelash*, Akademi *Eyelash*, Glamor Kontemporer

Referensi: 6 (2018-2022)

ABSTRACT

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(xiv + 73 pages: 43 images; 5 tables)

The interior design of Everlash Lash Expert aims to create an eyelash studio that not only functions as a beauty treatment space but also as an educational and branding platform through the presence of an eyelash academy. This design is based on the increasing public interest in eyelash extensions as part of a modern lifestyle. The studio is designed to provide a comfortable, clean, elegant, and exclusive atmosphere for both clients and learners. The “Contemporary Glamour” concept is realized through organic forms, earth tone colors, and the use of materials such as teak wood, marble, stainless steel, and glass. The design process involves literature studies, field observations, interviews, and spatial analysis based on comfort standards and brand identity. The result is an interior design that accommodates treatment and educational activities, while offering an aesthetic and functional spatial experience that enhances the premium image of Everlash Lash Expert.

Keywords: Planning, Interior Design, Eyelash Studio, Eyelash Academy, Contemporary Glamour

References: 6 (2018-2022)