

ABSTRACT

Fashion trends in Indonesia continues to increase, particularly in the city of Palembang. Seen from the number of people who go out of the country or the city for shopping is increasing every year. This is due to the lack of facilities for shopping, as well as the level of people's boredom Mall. Therefore, people need a place to the concept of City Walk shopping. In addition to the shopping center, City Walk can also be one of the attractions in Palembang. In the design of City Walk Fashion in Palembang, is expected to increase the number of tourists who come to Palembang. Also, it can improve the quality of people in the fashion world. Therefore, the City Walk facilities need to be equipped to increase visitor interest.

Keywords: Palembang, City, Fashion.