

**ABSTRACT**  
**THE PHOTOGRAPHY OF VEIL FASHION**  
**THIA LABEL**

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Fashion has transformed into a trend in the modern society, from earlier age it has become the culture itself and growing exponentially. Fashion enthusiasts were followed by adults in the upper middle class of economy. Hijab fashion culture is not only become as an Islamic symbol itself, but furthermore, it has become an identity, status, and power of a person. In a modern moslem society, hijab was categorized as a lifestyle fashion in the upper middle class. Photos are representation of unspoken words. As a visual form, a photo can deliver a message, brand, and even a certain value. Photos are able to explain about characteristics, aesthetical values, and identities of a company. Many well known brands in the fashion industry has implemented mindset into their customers through an unconvincing advertising media. Generally, many fashion enthusiasts feel less attracted because of those unconvincing advertising media. Those so, the writer is creating a research using the interview method , questionnaire, and observations. The analysis used in this research is using matrix analysis. The results of this analysis show that companies which promote their products using photography media would get more interests from their customers, because photos can make better impressions of the product.

Keywords : Fashion, Hijab, Photography,