

## ***ABSTRACT***

### **PROMOTION DESIGN CLOTHING BRAND COTTON BUTTON**

Cotton Button, is a children's clothing brand in South Tangerang has been established since 2014, which was born from the idea of a mother of two children who have experience in choosing fabrics on children's clothing. Cotton Button focuses on children's comfort and naturalness offered from organic cotton fabrics. Organic cotton fabric is a cloth derived from natural cotton seeds that are not modified, also planted without using pesticides both in plants and in their planting fields. Cotton Button's has been promoting, but based on the data obtained, the promotions carried out have not been able to increase audience awareness of Cotton Button products. This caused a decline in sales in the city of Bandung. In connection with this phenomenon, the design of the Cotton Button clothing brand was designed.

*Keyword: Design, Promotion, Brand, Awareness*