

ABSTRACT

In the current era of modernization clothing or streetwear has become a lifestyle and pop culture community. This streetwear is a style of dress with street costumes, born in the United States. Streetwear has six sections in culture and trends namely; Punk, Preppy, Casual, Hip-Hop, Rave, and Skate (Sklar, 2019). Because of the development of streetwear or clothing, business people are competing to have brand clothing and some are becoming resellers and retailers. One of them is Wormhole Store Bandung, a clothing store that carries outside brands and has their own brand. In a business they need marketing communication where there is a mix of sales promotion. sales promotion basically aims to stimulate purchases, both those made by intermediary customers and end customers, improving the marketing performance of resellers or retailers, as a complement to other promotional mix activities, for example advertising, face-to-face sales, public relations, and direct sales. In this study contains about how sales promotions on Clothing or Streetwear.

Keywords: Marketing Communication, Sales Promotion, Clothing or Streetwear.