

ABSTRACT
DESIGNING VISUAL IDENTITY AND PROMOTION MEDIA
SUSTAINABLE FASHION BRAND THREADAPEUTIC

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Cloth is one of the primary human needs that must be met to cover and protect their bodies from heat, cold, or dust. Along with the times, clothes are no longer just covering the body but also part of a way of expressing oneself. The consumptive behavior of people towards the purchase of clothing raises the concept of fast fashion in the world of the clothing industry, which has a negative impact on the environment and society. Slow fashion or sustainable fashion is one solution to the problems caused by fast fashion, that is how to produce environmentally and socially friendly clothing in a sustainable manner. Threadapeutic is one of the SMEs that sells fashion products from recycled fabrics that are no longer used. However, not many people know about this brand because there is no consistent brand identity and ineffective promotional media to reach the wider community to buy this product. The method used in this research is literature study, interviews, and questionnaires. The results of this study are in the form of a visual identity that is needed so that the brand can be better known by the public as well as appropriate and targeted promotional media. This design is focused on knowledge about sustainable fashion as a reference in logo visualization to promotional media such as brochures, flyers, advertisements and others. It is hoped that this design will be able to help Threadapeutic in making visual identities and promotional media so that they can be better known by the public.

Keywords: visual identity, fast fashion, sustainable fashion.