

Abstract

Fashion is one of the self-reflections of its users. The existence of local women's fashion brands in the fashion industry is increasingly clearly visible. One of the factors driving the success of a fashion brand is to take advantage of branding. However, the lack of knowledge of fashion brand owners about the importance of developing the right branding strategy for their company. In addition, how to increase the value of a brand by building brand awareness of potential consumers. This study aims to review the Calla The Label and Halona brands which then result in the adaptation of the branding strategy of the local fashion brand Calla The Label and then can be used and adjusted by female fashion brand owners in developing branding strategies and developing their brands. The methods carried out in this study are qualitative with literature studies, interviews, observations and data analysis. The review of these two fashion brands is expected to provide information about the use of what kind of branding strategy is appropriate to use for beginners or those who are already established in the local fashion industry.

Keywords : Branding, Branding Strategy, Brand Awareness, Local Fashion