ABSTRACT

Fashion is not only related to clothing, but there are other functional objects that can be combined with other elements so that they become tools that can show one's appearance in the general public. Fashion has a very wide market reach because almost all Indonesian people and even the world need the use of fashion to support their daily activities.

The method used in this research is quantitative method with descriptive research type. The population used in this study is people who know Aerostreet with a sample of 100 respondents. The sampling used in this study is probability sampling.

Based on the results of the study using descriptive analysis with the help of SPSS, it shows that the Co-Branding contributes a significant influence on Purchase Intention of 15.7%, and the remaining 84.3% is explained by other variables.

Keywords: *Instagram Content, Brand Image, Purchase Intention*