

## ABSTRACT

*Shopping activity is a way to fulfill everyday needs and other needs. One of the activities is fashion shopping. When shopping in-store and buying products, the product is wrapped with packaging. Quoted from Idxchannel.com (2022) women's fashion has become the favorite category among Indonesian people. One of the women's fashion brands is BigJill, located in Bandung, West Java of Indonesia, and has existed since 2010. In its 14 years of brand journey, BigJill has experienced two bankruptcy in 2014 and 2020. BigJill has a vast range of products but its identity and value are still vague. This affected its packaging function as a silent salesman. Packaging is obtained together when buying products and becomes a representative of its products and brand. Brand value is one of the branding aspects that emerge from brand differentiation from its competitors. Packaging that is carried when shopping can attract other people attention and arouse curiosity or when buying online attractive or interesting packaging can urge consumers to leave a positive review thus affecting other people's buying decisions. This research uses a descriptive qualitative method to gather and analyze data. Packaging designed based on brand value is expected to give a positive unboxing experience that makes consumers willing to share. The result of this research shows that packaging designed based on brand value can trigger interest and give an exciting and interesting unboxing experience which then corresponds to the buyer's perception of a brand.*

**Keywords:** *Fashion Packaging, Brand Value, Unboxing Experience, Silent Salesman, Consumer's Perception*