

***BIGJILL BRAND FASHION DESIGN DESIGN TO INCREASE UNIQUE SELLING
PROPOSITION (USP) THROUGH BRAND VALUE (STYLE)***

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ABSTRACT: The fashion industry is known as a global industry that is expected to continue to grow in the coming years, fashion makes opportunities for business industries that want sales with rapid revenue. Including fashion brands in Indonesia who are flocking to the clothing fashion business. One of them is the Bigjill brand from the city of Bandung, Bigjill has been established since 2010 and is still running until now. However, Bigjill cannot compete in the market because consumers think Bigjill has disappeared so that sales have decreased from previous years. This is because Bigjill cannot determine the characteristics through the right brand value as its hallmark for buyers, the absence of USP (unique selling proposition) in its sales greatly affects the lack of brand awareness. The large variety of style in Bigjill brand clothing makes consumers not formed market segmentation. The method used is a qualitative method with the application of the SCAMPER method technique in designing Bigjill brand fashion designs.

Keywords: Fashion, Brand value, unique selling proposition (USP), brand awareness.