ABSTRACT

Company Stuff is a local brand that operates in the fashion industry by presenting quality clothing that is still stylish and affordable. However, variations in photography styles and visual themes are not consistent and there is minimal exploration, especially in obtaining more creative visuals. Based on these problems, brand company stuff requires fashion photography that is attractive to the audience. In this design, the researcher designed fashion company stuff photography as promotional media in the form of Instagram. The design process begins with data analysis, target audience, and visual research related to the latest fashion photography trends. In this design, a qualitative approach was used, this approach was chosen to gain an in-depth understanding of the design of fashion photography and the effectiveness of its use as promotional media on Instagram. The results of this research are fashion photography content applied to Instagram feeds, with the aim of attracting audience attention, building a strong brand image, and increasing interaction via the Instagram platform. With a consistent and relevant visual design, this promotional strategy is expected to have a positive impact on Company Stuff business development in facing competition in the fashion industry.

Keywords: Company Stuff, fashion photography, digital promotion, Instagram