

ABSTRACT

This research aims to analyze the creative branding implemented by House of Radinindra in its fashion show, using Indonesia Fashion Week as the event platform. The research adopts a qualitative method, with data collected through in-depth interviews and direct observation of the creative branding implementation. The results indicate that House of Radinindra successfully combined traditional Javanese elements with modern and futuristic concepts in their creative branding strategy, capturing the audience's attention. The creative branding strategy applied consists of three main stages: pre-event (fashion show preparation), main event (collection launch and audience interaction), and post-event (media coverage and continued engagement). Additionally, the study finds that the creative branding strategy not only serves as a public relations tool but also functions as a vital element of integrated visual communication. The success of this strategy is supported by consistent brand messaging, strong visual storytelling, and collaborations with public figures. Through this strategy, House of Radinindra has effectively increased its visibility and strengthened its brand image in both the local and international fashion industries.

Keywords: *Creative Branding, Brand Image, Fashion, Fashion Show.*