

ABSTRACT

The dynamic development of fashion trends among Generation Z demands local brands to continuously innovate in building brand image. Ventela, a local footwear brand established in 2017, faces the challenge of presenting a product catalog that reflects its brand identity while appealing to Generation Z in Bandung. The main issues identified include the lack of comprehensiveness in the current catalog, limited visual appeal, and the absence of interactive elements. This study aims to design a Ventela product catalog that is informative, visually engaging, and relevant to its target audience. Data collection was conducted through observation, interviews, and questionnaires, and analyzed using the AISAS and SWOT models. The results indicate that a catalog with strong visual appeal, complete product information, and interactive features can increase consumer interest and trust. In conclusion, this catalog design effectively supports the development of Ventela's brand image in the minds of Generation Z. This research provides strategic guidance for creating promotional catalog media that are more relevant and impactful for local brand marketing.

Keywords: Brand image, shoe catalog, Generation Z, promotional strategy, visual communication design