

ABSTRACT

Nowadays, a phenomenon that happens among Gen Z is the massive increase in clothing purchases based not on their needs, but on their wants. This is influenced by content on social media that constantly shows fashion trends, creating pressure to keep up. The main problem is that this behavior leads to clothing waste, because the clothes they buy are not really needed. This campaign aims to reduce consumptive behavior by offering a relevant solution: mixing and matching clothes they already own. This is a more sustainable approach and encourages Gen Z to be more creative in using what they have. The research for this project was conducted using a qualitative method to better understand the fashion consumption patterns and shopping habits of Gen Z. The final campaign output is delivered through a variety of visual communication media. The main media used are YouTube Ads and ambient media, supported by billboards, banners, posters, floor stickers, x-banners, wobblers, merchandise, social media (Instagram, TikTok, Twitter), Google Ads, transit advertising, Spotify Ads, and brochures. The benefit of this campaign is to help the audience reduce unnecessary clothing purchases, lower impulsive shopping behavior, and develop a more sustainable and creative mindset in styling their outfits.

Keywords: *Designing, consumerism, clothing, mix and match, sustainable*