

ABSTRACT

In recent years, alternative fashion has experienced a significant rise in popularity. This fashion style is characterized by its divergence from mainstream commercial fashion, often representing various subcultures and non-conformist trends. Alternative fashion has become a powerful medium for self-expression, particularly among Gen Z, and is seen as a driving force for social change.

This thesis delves into the creation of the visual brand identity for Seroja, an alternative fashion label designed specifically for Gen Z. Drawing influence from alternative subcultures such as Y2K, Gothic, Grunge, and Punk, Seroja offers a platform for Gen Z individuals to express their unique identities. This study explores the social factors that have shaped these aesthetics, while also considering the role of digital media in the development of modern brand identities. Through a combination of visual research, analysis, and design experimentation, the thesis aims to develop a cohesive brand identity that resonates with Gen Z's evolving perceptions and aesthetic preferences. The ultimate goal is to demonstrate how alternative fashion can be a tool for self-expression and identity formation in the digital age.

Keywords: Brand Identity, Alternative Fashion, Gen Z