

ABSTRACT

Since the number of boutiques sell the same product so it makes producers have to think about ways to highlight their products. This is done by presenting promotional media using the concept of logos or attractive packaging and has a characteristic. Therefore, consumers easily recognize and become familiar with a product so it can interests them. The objective of this design is to promote and introduce Sha-Rie Fashion to the public through product packaging. In addition, this also increases the promotion of effective supporters to promote Sha-Rie Fashion. Packaging designed with a good and conceptual design will give perception of good quality to the products.

The design will use the technique of making a redesign and also changes from the basic packaging materials in Sha-Rie Fashion by knowing the interests and target audience of Sha-Rie Fashion.

Keywords: Photography, Booklet, Woven Fabric



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