

ABSTRACT

Promotion is one of few important actions that a company needs to take in order to introduce its products or identities to the public. In this Industrial 4.0 era, where the internet is the most relevant thing, design is getting tricky because the audience who will receive the information, is broader and more numerous than conventional media. Ladouchevita is a fashion brand from Bandung that offers sustainable clothing that is environmentally friendly. They will promote their latest collection, with a Slow Fashion business model where the production process is more scalable and fair for all parties, Ladouchevita promotes positive sustainability for producers, consumers and their owners. The outcome of this design is the development of a Ladouchevita promotion series that fits the target audience.

Keywords: *Promotion, Ladouchevita, Slow Fashion.*