

## **ABSTRACT**

*The used clothing industry is growing in Indonesia, marked by the rise of the millennial generation who are proud to use second hand goods. This makes thrifting activities a new business opportunity in the midst of this pandemic condition. Thus, doing activities at home turns out to cause the phenomenon of impulse buying or buying things uncontrollably or impulsively. One thing that can trigger impulse buying is fashion lifestyle for the sake of fulfilling lifestyle needs and self-image which is part of one's self-concept. This study aims to determine and analyze the influence of fashion lifestyle and self image on impulse buying of thrifting clothing in Bandung.*

*The research method used in this research is quantitative method with descriptive-causality research type. Sampling was done by non-probability sampling technique used is purposive sampling the number of respondents 100 respondents Thrifting consumers in the city of Bandung. The data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*Based on the results of descriptive analysis research, fashion stylists, self image and impulse buying on thrifting consumers in the city of Bandung as a whole are included in the good category. The results of the regression analysis showed that fashion lifestyle and self image had a partial and simultaneous effect on impulse buying on thrifting clothes in the city of Bandung by giving an effect of 54.4% and the rest was influenced by other factors not examined.*

**Keywords: Fashion Stylelist, Self Image, Impulse Buying.**