

## **ABSTRACT**

*During the pandemic shopping activity has shifting to online. However this increasing shifting still not overall effective. There has been a decline in interest in shopping for clothing because fashion brands are unable to open shops or hold events. The online shopping experience is different from the in-person shopping experience. Seeing directly the clothing products offered when shopping directly is not felt by consumers as a whole. Social media mediates fashion brands with consumers through online, while websites are places to sell online. Fashion Brands must be adaptive to the situation, so that the delivery of product information is not inferior to the direct shopping experience. The need for a digital consumer representation through 2D avatar customization. By giving consumers a choice of character features that can be digitally adapted to the product on the website.*

*Keyword : Web, Avatar 2D Customization, Earth Major.*