

## **ABSTRACT**

*Casual Style or Loungewear Style is a favorite choice by all ages and most comfortable to wear, because this is synonymous with casual clothes but still shows politeness and ethics in dressing, such as the use of shirts used for daily activities. Qurima is one of the local fashion brands since 2018. The Qurima carries a casual style, the shirt. This Qurima shirt has its own uniqueness, where the shirt has colors, textures, and motifs. The existing problem is the lack of brand awareness in the Qurima so that there are still many target audiences that do not know the Qurima brand, and the lack of Qurima promotion strategies which include media strategies, and visual strategies. If the main message is conveyed, and the designs of visual media promotion of the Qurima in accordance with the target audience, then the existing problems can be resolved effectively. The methods used in data collection are observation, interviews, literature studies, and questionnaires, and the methods used in the analysis are SWOT, AOI, and Aisas. The final result of this design is the recognition of the Qurima brand, and visualizes promotional designs on the Qurima social media.*

*Keywords: Fashion, Strategy Promotion, Qurima*