

## ABSTRACT

*This study aims to provide an in-depth understanding of the role of visual rhetoric in co-branding strategies, with the hope of enhancing consumer enthusiasm and interest to build the brand image of Aerostreet and increase sales. The research methodology employs in-depth interviews with co-branding partner designers and loyal consumers, focusing on analyzing the visual rhetoric data of Aerostreet's co-branded products. The importance of selecting the right collaboration partners and the success of visual rhetoric in co-branding strategies to attract consumer interest and build brand image have been highlighted by the research findings. It is anticipated that sustainability through strong visual rhetoric design will help Aerostreet maintain its appeal, enhance consumer loyalty, and adapt to dynamic changes in consumer behavior and market competition. The findings of this research are expected to make a significant contribution to the development of co-branding theory and provide practical guidance for the fashion industry in increasing brand awareness, brand image, and product sales through the application of visual rhetoric mechanisms in successful co-branding strategies.*

*Keywords: co-branding, visual rhetoric, brand image.*