

## ***ABSTRACT***

*Preface Wearhouse is a local clothing brand that has been operating in the fashion industry located in Indonesia since 2019. Preface Wearhouse faces challenges such as low sales figures, unstable marketing, and intense competition in the clothing line sector.*

*To quickly address these dynamic issues, the author conducted this research entitled "Mapping Lean Canvas on Clothing Line: A Case Study of Preface Wearhouse."*

*This research utilized qualitative research methods, specifically a case study approach. Purposive Sampling technique was used in selecting interview respondents. The data used in this research is qualitative, gathered through interviews with employees, managers, and the owner of Preface Wearhouse.*

*The results of this research indicate that Lean Canvas can be utilized to ensure that company activities become more effective and focus on developing solutions to provide quality and innovative products and services, thereby fostering an unfair advantage to overcome existing alternatives that are relatively expensive and non-exclusive. It is recommended to implement Lean Canvas as a strategic solution for the company.*

*Keywords: Lean Canvas, Preface Wearhouse, Clothing Line*