

## **ABSTRACT**

*The growth of micro, small, and medium enterprises (MSMEs) in Indonesia's fashion sub-sector, particularly in Muslim fashion, continues to increase, leading to intense competition among brands. Furthermore, the challenge of establishing a fashion brand that embraces eco-friendly values has become increasingly significant, given the rising number of environmentally conscious consumers. Consequently, brands face the challenge of positioning themselves as sustainable fashion brands. This study aims to analyze Tufine's strategy in constructing its brand image as an eco-friendly fashion brand. The research employs branding strategy theories by Gelder and Schultz & Barnes, focusing on four sub-analyses: brand positioning, brand identity, brand personality, and brand communication. This study adopts a qualitative methodology, utilizing data collection techniques such as observation, interviews, and documentation. The findings indicate that Tufine has successfully established its brand image as an eco-friendly fashion brand by implementing branding strategies through an educational approach and a silent brand strategy, which have been consistently applied.*

**Keywords:** *Brand Image, Branding, Eco-Friendly Fashion*