

## **ABSTRACT**

*Fashion is used to construct and build class identity. The adoption of fashion trends as class identities is carried out by the lower class to improve or class mobility. In addition to talking about class, we can learn fashion as a marker that can provide information, information that communicates conceptual meaning about mode as a penenda not only from the class, but from other types of information that are able to communicate conceptual meaning. This study aims to understand what the meaning of denotation, connotation, and myth in fashion Olivia Lazuardy. Descriptive qualitative method which is a research method that seeks to uncover the facts of an event, object, activity, process, and human beings as they are at the present time or the time period that is still possible in the memories of the respondents. The results of this study are a discussion of several steps in the three images and are separated into several signs and analyzed using the meanings of denotations, connotations, and myths that are processed so as to produce meaning in Olivia's fashion. The meaning of fashion denotations, connotations and myths Olivia reveals the existence of modern and postmodern mixing, which can provide nonverbal information on each sign in Olivia's fashion and produce meaning in every appearance of Olivia.*

**Keywords:** *Fashion, Communication Nonverbal, Semiotic, Mean*