

ABSTRACT

Fast fashion has led to various problems, one of which is textile waste. As a response to this issue, fashion rental services have emerged, promoting the concept of a capsule wardrobe as a solution to the impact of fast fashion. The capsule wardrobe theme emphasizes functionality, quality, and sustainability. This project aims to create a rental fashion campaign using the Cottonink brand to help prevent and reduce consumer habits of compulsively buying clothes and quickly becoming bored with their wardrobe. The research methods used include questionnaires, interviews, observations, literature studies, as well as SWOT, AISAS, and AOI analyses. The campaign media created adopts the capsule wardrobe theme through the Cottonink brand. The intended benefit is to provide consumers with the experience of trying Cottonink products while supporting sustainable fashion through clothing rental.

Keywords: promotional strategy, fashion rental, capsule wardrobe, fast fashion, sustainability.