ABSTRACT

Boutique is a small shopping outlet, especially that specializes in elite and fashionable items such as clothing and jewelry. Boutique derived from French word meaning store. Boutique clothing into English and is used daily in the United Kingdom in the late 1960s when in a short time became the center of London fashion trade. Clothing boutiques popping up in Carnaby Street and Kings Road at the center of world attention.

Product is not just a clothing boutique. There are boutiques selling clothes, t-shirts, stickers, bags, footwear, fashion accessories, and other boutique products. In the early 1990s Selena started manufacturing their own line of clothing that makes women's clothing as a product shop. And since then many artists began to emerge and make their own brand by leveraging its popularity in setting up the boutique.

Boutique developments in Indonesia has grown rapidly. Boutique developments in Indonesia came from the West Java town of Bandung that. Boutiques selling goods with local brands that have quality no less than the famous brands though. Due to the quality and the price is quite good lah then can progress so rapidly.

Boutique developments very rapidly at this time, many found the idea of competition makes the designer to create a means of promotion to the print media in particular catalogs. Boutique print media campaign can provide benefits that greatly affect the uL's Boutique, especially for consumers, who had rarely even forget about print media because a lot of interactive media at the moment.

Print media campaign to uL's Boutique will showcase products that are sold complete with information, with performances / visuals were nice and interesting images and information included therein or catalog information that is worthy of production.

v

Taking work with a theme that reveals the lifestyle of fashion can be a good material. Is associated with fashion boutiques, especially for the women in the development of fashion dress.

Keywords: uL's Boutique, Lifestyle, Sexy Dress