

## **ABSTRACT**

*An image or imaging are needed in a company or fashion industry, including Ilofash, a clothing shop that need an image to support marketing their product, to keep on survive on wide market. Branding is proves to build a mutually beneficial relationship in a long time between businesse an the consumers for quality and servicing from businesses. One of brand image that used to represent clothing shop is logo. Logo is an Important image that represent an imaging of a company. By a feminine logo, that appropriate with Ilofash market, this logo can be accepted and be a trademark of this clothing shop that easily remembered by their market.*

*Keywords : Branding, Clothing Shop, Fashion*

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