Abstract

Fashion is very close to our daily activity. During this modern era, fashion dynamically keep on evolving and becoming something that always be a hot topic. For youngster, stay in fashion is a necessity because fashion considered as a self identity. Their great enthusiasm regarding fashion could be seen from their involvement in every fashion action and also following the fashion trends.

The concept that use for this magazine design based on consumer target character analysis, Activities Interest Opinions analysis, consumer needs analysis, Unique Selling Point offer, as well with the purpose from the magazine. This will lead to create a strong character that will attach to the consumer target image as a dynamic city people. The expressive image also spread in all photographs, and minimalist layout design.

The result of this project is a media formed as magazine which have a special uniqueness about Surabaya’s fashion potentions with designs that represent the character of it’s target audience so this magazine gives a fashion inspiration for them. Articles and layout designs in this magazine is well-readed, attractive yet easy to understand.

Keyword : Fashion Expression