

ABSTRACT

In my opinion, marketing and photography are important tools that we can use to communicate with receiver.

Heidi's secret is a girl's beauty secret. Tim is a designer who selling modern vintage fashion almost 8 year such as dresses, skirts and jumpsuit .All of these are neatly cut, for good quality and also made to order for customer .His products are look sexy sweet and makes customer more self-confident. This is the inspiration for "check your chic". I would like to advertise and promote retro style of Heidi's secret. However, there had been many problem during the process of doing this thesis. Finally, every problem was solved easily when I got a comments and suggestions from many teachers.

I would like to tell you that you can succeed if you know your duty, responsible in managing your time, work hard and pay attention to your work. Problems are there to teach you. Set your goal and go accomplish it.