

## ABSTRACT

This study aims to deconstruct the brand narrative of Corteiz, a rising streetwear brand known for its bold slogan "Rules The World." By employing a qualitative analysis of Corteiz's official Instagram account (@corteiz), the research explores how the brand constructs its identity, engages its audience, and communicates its values. The analysis focuses on key elements such as visual aesthetics, cultural relevance, and the incorporation of social and environmental themes into the brand's storytelling.

The findings reveal that Corteiz leverages a strategic narrative built around themes of authenticity, inclusivity, and defiance of fashion norms. The brand employs visually striking content, community-driven campaigns, and collaborations with global influencers to resonate with a socially conscious audience. Through initiatives like product exchanges promoting sustainability and support for social movements like Black Lives Matter, Corteiz successfully aligns its brand image with the values of its target demographic.

This research highlights the effectiveness of Corteiz's integrated marketing strategy in garnering high engagement rates, emotional connection, and consumer loyalty. The study concludes that Corteiz's narrative-driven approach positions it as a leader in the competitive streetwear market, offering valuable insights for brands aiming to achieve cultural resonance and impactful storytelling in the digital age.

*Keywords:* Brand Narrative, Authenticity, Brand Identity, Storytelling, Corteiz, Streetwear