

Purpose: The main objective is to check the importance of customer's personality traits in female apparel brands sector and its effect on brand personality that ultimately effect brand loyalty. Study also investigates the mediating role of brand personality. **Methodology:** A conceptual model explaining the relationship among customer's personality traits, brand personality and brand loyalty is developed. Brand personality plays the role of mediating variable in the model. Target population is the female customers of 11 selected female apparel brands of Faisalabad, Pakistan. Convenience sampling technique is used and sample size is 210. Questionnaire is used for the collection of data via using store intercept technique. Correlation and regression techniques are used for the analysis of data. Baron and Kenny 1986 approach is used to check the mediating effect of brand personality and for the analysis of data SPSS.19 software is used.

Findings: Results found positive relationships of extroversion, agreeableness, conscientiousness and openness to experience customer's personality traits with brand personality and brand loyalty. Negative relationship of neuroticism customer personality trait is found with brand personality and brand loyalty. Brand personality fully mediates the relationship between extroversion customer's personality trait and brand loyalty. Brand personality partially mediates the relationship between agreeableness customer's personality trait and brand loyalty. Brand personality fully mediates the relationship between conscientiousness customer's personality trait and brand loyalty. Brand personality partially mediates the relationship between neuroticism customer's personality trait and brand loyalty. Brand personality also partially mediates the relationship between openness to experience customer's personality trait and brand loyalty. **Research Limitations:** Further investigation should be done by increasing sample size, including male respondents also and selecting brand of different industry. More dependent variables like brand satisfaction, repatronage intentions and word of mouth can be included in the model.

Managerial Implications: Research highlights the importance of customer's personality traits and brand personality for female apparel brand managers and how brand managers can develop the personality of their brands for developing brand loyalty.