



ORIGINAL

## The art of seduce through a distinctive brand and women's lingerie

### El arte de seducir por medio de una marca distintiva y la lencería femenina

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#### ABSTRACT

The following article is presented with the aim of discovering a fascinating world between various components such as art, marketing and creativity; fundamentally in understanding the background of what is now brand positioning, its numerous approaches and analyzing different points of view, highlighting that unique experiences must be generated for each user and bet on having a positive impact against the perception obtained by part of the users, thus achieving a loyalty connection. It is to recognize in the field of fashion, more specifically, in the line of lingerie, it not only dresses bodies, but also empowers and identifies who wears it. Welcome to this spectacular journey, fused with experiences that go beyond the superficial and the importance to feel security and identification with a particular brand.

**Key words:** Positioning; Perception; Experiences; Fashion; Lingerie; Art.

#### RESUMEN

El siguiente artículo se presenta con el objetivo de descubrir un fascinante mundo entre varios componentes como es el arte, el marketing y la creatividad; fundamentalmente en entender el trasfondo de lo que ahora es el posicionamiento de marca, sus numerosos enfoques y analizar diferentes puntos de vista, destacando que se debe generar experiencias únicas en cada usuario y apostarle a tener un impacto positivo frente a la percepción que se obtenga por parte de los usuarios, logrando así una conexión de lealtad. Es reconocer en el campo de la moda más específicamente en la línea de lencería no solo viste cuerpos, sino que empodera e identifica a quien lo lleva puesto, bienvenidos a este espectacular viaje, fusionado de experiencias que van más allá de lo superficial y la importancia de sentir seguridad e identificación con una marca en particular.

**Palabras clave:** Posicionamiento; Percepción; Experiencias; Moda; Lencería; Arte.

#### INTRODUCTION

When talking about the concept of brand positioning, it should be clarified or emphasized that there is not a single conception of what this word finally means. However, it is worth highlighting the hard work of Philip Kotler, a university professor who, over the years and thanks to his constant work, was considered the father of marketing. This article starts from the general to the particular to have more clarity regarding what is broadly brand positioning. This man would mark a before and after in the advertising world since when talking about positioning, it could be defined as the place that a brand occupies in the mind of the consumer in particular, how relevant it is, and what leads it to be in that place for a prolonged period, without saying that, for life, it is to identify the value of that product or service that makes it worthy of its status.<sup>(1)</sup>

Let us take a closer look at this concept from the perspective of Kotler, creator of the book Marketing Management, which is considered the bible of marketing itself for many. The man clarifies that positioning or

marketing as such is linked to the welfare that a brand can bring to the consumer, which should not be treated as a sales strategy but instead be taken as the focal point of proper communication between brands and users, where the potential buyer feels valued beyond the economic benefits that in the future can provide the firm as such, it could be said that it is a benefit for both parties.<sup>(1)</sup>

Armstrong, a pedagogue in love with the business world, said that positioning requires three essential pillars: “Identify the company’s competitive advantages,” “Choose those advantages that are the right ones,” and “Select a strategy that allows positioning using the advantages”.<sup>(2)</sup>

In particular, Kotler stated, according to the text, that to achieve positioning, it is not just a matter of selling at a physical point but offering an experience to leave an imprint in the brain of each user and hopefully with a positive approach; Although it may not seem the environment is so important to have a perspective of the brand, showing a friendly face not only pre-sale but post-purchase, increases the chances of sustaining a loyal consumer and that the positioning at the hands of third parties increases considerably while maintaining the goal of each entrepreneur, what we commonly call the voice to voice constantly, well said the professor “The best companies are oriented towards people” (Education, 2022,p. 1 Today neuromarketing is used in many national and international companies as a research resource in order to understand consumer behavior more profoundly”.<sup>(3)</sup>

Brand positioning is not developed in the same way in each country, as is the case of Colombia; let us remember that although they have significant technological and scientific advances, Latin America still lacks lightyears in terms of innovation and understanding the factual background of what is positioning in the XXI century and that many of the texts of which they are faithful consumers are from developed countries that in one way or another are interrelated with countries with development intentions as the case of the country above.<sup>(3)</sup> It should be noted that although Colombia is a developing country in terms of innovation and marketing, it has worked hard to stand out in the fields of technology and to mark significant traceability in the world of communications.

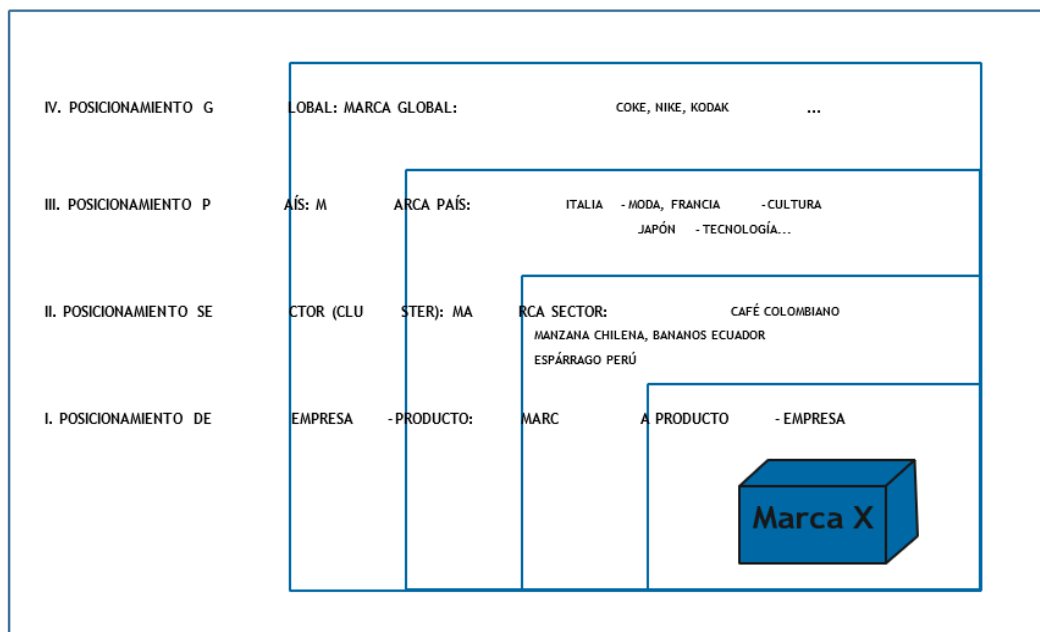


Figure 1. Levels of Positioning: This concept can be seen from different points of view and according to the sectors to be measured, based on company-product

This thematic table shows quickly and didactically that everything depends on a strategic environment. Suppose you have clear strategies and goals of what you want to convey or show through a product or service. In that case, it is observed in the first positioning and export processes that the brands, including marketing mix concepts such as (product, price, place, promotion, and advertising, are a compound for success in this category), place, promotion, and advertising is a compound for success in this type of environment, clarifying again that positioning is related and projected in different ways "to position the brand within a competitive market, not only by competitors from the country of origin but, in many cases, by competitors (companies and brands) from other countries".<sup>(4)</sup>

If we talk about the brand sector, we are talking about competitive movements of structural strategies for the recognition of production and positioning within a geographical space, becoming a social, cultural, economic, and industrial strategy.<sup>(5,6)</sup>

"In the international market, there is talk of Colombian coffee, Ecuadorian bananas, Chilean apples, among others; without a specific company brand, but with a productive sector of the country internationally marketed and finally positioned."<sup>(3)</sup> Sometimes, the product speaks for itself and references what it is as a country; that is why it is essential to remain in force with what is ours, as it is colloquially said.

Suppose we talk about country positioning. "When one immediately associates certain products, events (services) or facts to a certain country or origin, for example, the words soccer, samba or carnival are immediately associated with Brazil." (Lazo, 2006, p.37). We could say that this product or service is a protagonist and element of great remembrance that allows the identification of a nation as a unit of patriotism that associates it with a brand made with the heart.

It concludes with the aspects of global positioning that frame several efforts by each company, where the fundamental objective is to cross barriers through marketing and the brand's good name throughout a territory, bearing in mind that this type of positioning is not achieved in the short term. Only in some brands you should always be clear about the primary market niche or target, location, product, or star service to offer since the communication should be different according to the line and thus have a better reception by the public.

It goes back to the consumer because it is vital to his opinion against the brand and has so much influence during the buying process. "Whatever the reason for purchase, the need pre-exists in the consumer; these impulses are not created by the media or advertising".<sup>(7)</sup> Finally, it is a need created and argued unconsciously by each user, to which a reflection is raised, and it is at a time when the consumer is crying out to be heard to solve their needs, their cravings, and their impulses to acquire something in particular.<sup>(8)</sup>

Another topic of interest, already having more evidence of what positioning is, according to several points of view, is to analyze a specific line to answer why or at what time this impulse to buy is generated and how everything is based on touching the deepest fibers of each user and thus obtain or bring out emotions or experiences that convey confidence and most importantly maintaining a direct connection, knowing that it is not only an impulse to buy, but what is motivating is that dose of empathy on the part of the brand, a relationship of familiarity where the only thing that is intended to achieve is chemistry between customer-brand.<sup>(9)</sup>

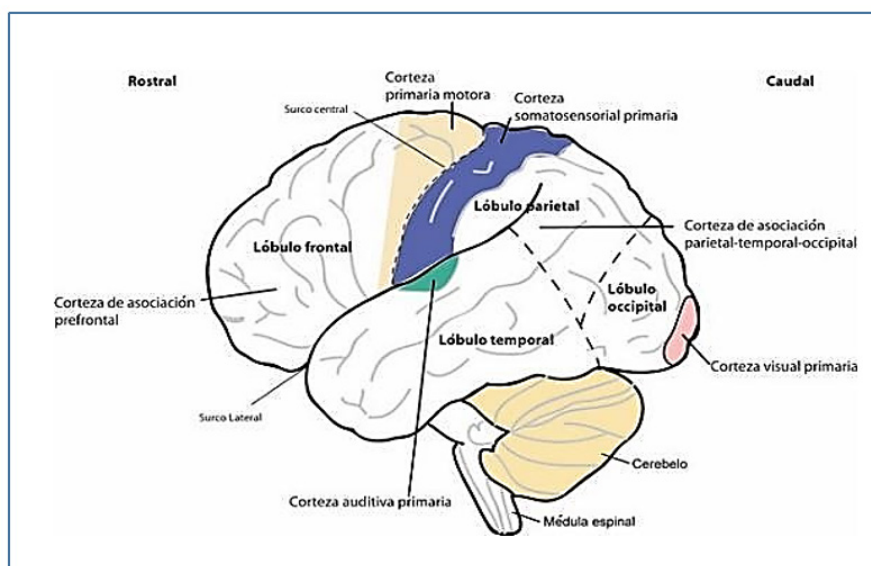
Colombia is a very diverse country and has exporters and importers of high quality, maintaining a variety of products and services, where they are the most prominent according to the perception that most people have from outside the country; the fashion area is one of the most influential sectors in the market both nationally and internationally, starting to generate employment for thousands of people in the country, annually within the guild of manufacturing is much production that is released to new consumers. However, the question is, How positioned is the textile sector speaking directly of lingerie garments for women? We have noticed that underwear has become one of the most focal points of the industry for the Latin American country, significantly impacting the United States and Europe. Finally, everything is built by perception.<sup>(10,11)</sup>

Let's say that when talking about positioning and more within a specific line of market, in this case it will be emphasized in the line of women's lingerie, the best reference is Leonisa, a brand that focuses on the Latin woman, stating and contextualizing that although it is for all types of women it frames very well its type of profile or the public they mainly want to reach, They refer to users with a stable purchasing power, empowered women, executives, owners and mistresses of their lives, so much work has been done that has become a leading brand and it is thanks to its evolution process both in brand and in perception, not only by innovation, but by the decision to join the inclusion, to be clear that the connection with its target group is fundamental and giving to understand in a direct way that these garments are moldable to all body types,<sup>(12)</sup> however this brand is not the only one with great recognition and trajectory, on the contrary is Lili Pink, Diana & George and Brasier y solo cucos, sweep the market today nationwide, having a different communication to have a connection with its selected market niche, generating a significant impact on the fashion sector.<sup>(13)</sup>

Leonisa sweeps by its classic and neoclassical side, increasing its technology in each garment for mature women who want to shape their bodies. Lili Pink cares about maintaining a risky, avant-garde line for mature girls and young enthusiasts; we have Diane & George, is a home line designed for the whole family, to be used by the smallest to the largest of the family nucleus, a brand that does not leave the comfort zone, always providing comfort and culminates with Brasier and only Cucos, garments of all kinds, also aimed at a family line but with more variety of products, which evokes the customs of grandmothers, they are garments that communication is very traditional, it is maintained between generations.<sup>(14)</sup> It is worth asking why only these brands are named for now. It is because they are traditionalist referents that, despite the time and that focus less on innovation, they are an essential point for Colombian families within the stratification by which they are still governed.

Women's lingerie in the XXI century is still a taboo garment, which every day becomes hard work to complete new strategies for brands, generating a bond of trust and making this issue ordinary and necessary for everyday life. Finally, that can be achieved through assertive communication, fresh, with new ideas, showing the consumer that they are with each of them regardless of the situation, distance, or social environment. Now, as

it has been emphasized in previous paragraphs, it is necessary to understand that communication is different depending on the product or service that you want to make known and even more when the real need of consumers, in this case, is identified in-depth and what motivates them, according to Cubillos tells us that "The smells as we have already said, whether pleasant or unpleasant, enter our body through the olfactory bolus. During transit there are sensitive areas that detect these chemicals and transform them into electrical impulses, these odors pass through the olfactory nerve and subsequently reach the limbic structure of the brain, the thalamus and hypothalamus. From there the information is dispersed by the frontal lobe and arrives consciously as the smell we perceive".<sup>(15)</sup> Although it sounds very technical, it is necessary to understand that, by stimulating the organism, a different experience is generated to which they are not used, generating a connection of remembrance and recognition of the brand.



**Figure 2.** The human cerebral cortex, interpreted thanks to technology and scientific advances, has discovered that the materials used for each fragrance activate 3 elements in the human being: chemical, biological, and socio-cultural, hence the importance of experiences during the purchase of a product or service, leaving a significant impact on their brains

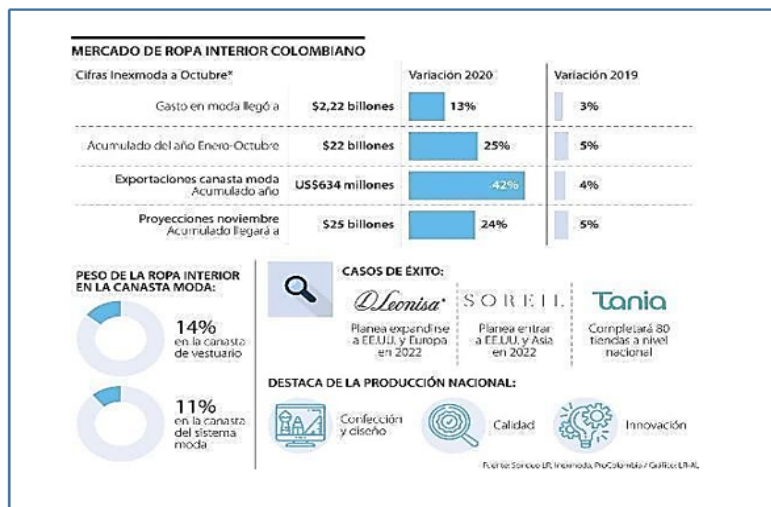
Notably, we must understand that lingerie in Colombia is a very lucrative business, but in essence, not all excel, and on many occasions, it is not by the product as such. However, by the communication that we provide to the user and the actual recognition of the consumer to the brand, to understand what they want, today, the big brands no longer must go to the consumer. However, the consumer reaches the brands, and it is basically by the hard work of research of the audience, the environment, and in such a way to seek that longed perception to increase or maintain the positioning over time since it should be clarified that the generations are changing. Thus, consumption habits argue more about their priorities when buying something.<sup>(16)</sup>

In Colombia, underwear represents almost 11 % of the fashion line and that percentage will increase by the year 2023; it is clear that Leonisa and Soreil are focused on international expansion, in search of new profiles that help them to evolve compared to the perception they have abroad, while Lili Pink thinks that covering more of the national territory is an outstanding achievement closing with 57 stores currently "One of the emblematic categories of the Colombian textile industry is underwear, which only in exports, represented to Colombia more than US\$51 million between January and September, according to figures from Pro Colombia."<sup>(17)</sup> In short, with this industry's growth, we will soon be filling the U.S. markets with domestic products.

Another thing to highlight is that although everything is in a wholly digitalized era and if we are not on that wave we will simply disappear, communication must be faster, more concrete because today we all have an eagerness from the beginning of the day or from the beginning of dawn even if we do not have the need, finally we are influenced by the environment in which we live, but there is a large part of the population that is still traditionalist, dedicated to the observation and detail, keeping as a plus the face-to-face experience, that in one way or another was affected by a pandemic and now users want to make the most of their shopping trips, experience new things, know new places, tell their experiences, have a more active but very selective social life and today companies must be hybrids maintaining a digital content, without leaving aside the physical points, that is where Colombia has been in the task of providing one of the best shopping experiences and occupy an essential place in the brain and heart of each consumer or sow the seed for a possible purchase in the future.<sup>(18)</sup>

Moreover, post-pandemic Colombian brands joined with the # buy our products around December,<sup>(19)</sup> with

the aim that users only buy national products and thus lift the crisis that was happening at that time, making this a critical point to catapult the female market line, through awareness and recognition of patriotic pride.



**Figure 3.** Colombian underwear market: This comparison not only shows the success stories but also that the tailoring, design, quality, and innovation also see the market positioning

As previously highlighted, the women's lingerie line is positioned by its innovation and design among other qualities, one of which is the ornaments used for this purpose, such as lace and details that make it look like a unique and favorite piece among many; Bogota is the epicenter of this categorization, remembering that nothing leaves the country without passing through the capital and according to the profile of women who are looking for the vast majority of brands, are users between 20 and 35 years of age, as they have purchasing power, which is elegant, relaxed, attentive to what is new, they seek to be at the forefront of design and new proposals that make them feel comfortable, sexy, beautiful and more than playing with transparencies and lace in particular, everything is done in order to increase the possibilities of perception and recall for the brand.<sup>(19)</sup>

However, it should be clarified that, although we talked about brands that colloquially are monsters in terms of positioning and manufacturing productivity in Bogota, in recent years, the number of entrepreneurs who have taken this field of lingerie has grown to not only sell a garment, but a concept and manage to get out of the traditional to the artistic as a differentiating point " The demand, highly changing with the cycles of fashion, determines the behavior of global trade of products".<sup>(20)</sup> where finally having customers does not guarantee positioning or success.

It starts from something essential, and the concept of Underwear is finally distinguished by its use under everyday clothing. It should be clarified that it is not always used as an undergarment, but sometimes it is used as a complete outerwear, "Underwear has three basic uses. The one that makes its name explicit is clothing for the interior and is used under the exterior. Other times, it is chosen to be seen under the clothes, either because we use transparent garments or because the garments show a strap or elastic. Finally, there is the one we use to seduce when we are willing to take off our clothes: in these cases we talk about sexual etiquette",<sup>(21)</sup> which allows us to identify new and possible positioning strategies in one of the three lines previously mentioned by the author.

It is essential to identify that this type of clothing is surrounded by taboos and stereotypes that further complicate its assertive communication; although large companies dedicated to the same talk about exclusion but continue to use models with specific characteristics, ententes finally from a more neutral position, it is something with double standards, clarifying that not all brands act in such a way.<sup>(22)</sup> It should be noted that the fashion world has many nuances, where there is room for several users who daily acquire what they want and meet their needs, being free to choose their brand according to their style, what they want to project, and aim to position themselves against other competition. Likewise, the concept of fashion has changed a lot in the last 10 years, showing a more accurate and organic silhouette of what a woman and a man are, giving priority to people who are not in front of cameras all the time and who want to feel good with their body in their intimacy, "It is noteworthy that in the Colombian market for women among the main categories of purchase, 26 % is for fashion sectors, being Bogota the city with the largest financial movement in Colombia".<sup>(22)</sup> Every day, fashion is associated with a lifestyle and not as an element of status.

Women's garments are the closest to the woman's femininity, showing the most intimate of her, having an approach to her life experiences, how she feels, how she looks, and how she thinks others perceive her. Although everything should be based on a commercial objective, it is necessary to start with the origin of the

same and thus determine the brand's objective more tactfully and what it wants to convey. "Any new brand or with a great trajectory in the market before launching an article and service must first question itself if it is truly clear about the needs, tastes, and purchase motivators of the niche to which its launch is directed".<sup>(21)</sup>

Finally, each brand has the task of finding its approach and determining its point of inspiration that leads it to generate a space in the mind of each consumer, but that does not mean that it is always in a positive way, hence the importance of researching mainly its market niche.

If we go back to ancient times, the concept of femininity was something transgressor to the concept, believing that women should only be sensual for their husbands or in intimacy, stating that being confident and independent was synonymous with being a vulgar woman or worldly, so the lingerie has gone through countless roles that have determined that it is an additional garment that allows more detail to see the silhouette of women, removing stereotypes and on the contrary giving it a recognition of security, breaking with the few remaining stereotypes of perfection against the female figure and for this article show a poster artist who marked part of that decision to break with these unwise canons of beauty of the time, would mark a before and after in the world of advertising and marketing to the years of 1718.<sup>(23)</sup> We are talking about Alphonse Mucha, a poster artist author of hundreds of advertisements, and noted for his portraits of the actress Sara Bernhardt, which to this day continue to be a point of reference and inspiration for art since for Mucha, the interpretation of women in his works was a fundamental part, they had to look like goddesses, showing their curves between linen, linen, and linen, showing their curves among linens, silks and delicate lace that adorned their figure breaking with a brick style "He liked it so much because it was very fresh visually, he used colors in a different way and elongated the figure, which was also dignified, wonderful," explained Tomoko Sato specialist in Mucha's works.<sup>(23)</sup>



**Figure 4.** Reverie is an artistic piece created by Alfons Mucha in 1897. It is worth noting the work of this poster artist, besides being a character out of limits that took women and advertising to another level, breaking stereotypes, both in the commercial field and in fashion

Currently, in Colombia, several of the movements in advertising issues are governed under movements that were presented towards the nineteenth and twentieth century, alluding to two art styles that marked that era, such as art Deco and Nouveau art for the particularity of its organic elements and the handling of the female silhouette.<sup>(24)</sup>

To understand the concept, we must return to the time of the great poster art paintings made by artists such as Antoine Watteau, Fragonard, Cheret, and Toulouse Lautrec. However, not all were poster artists by profession; on the contrary, they shared something in common, which was the ideal of projecting communication through the presentation of the opposite sex, in this case, a sensual, delicate, fresh, and calm woman that at the time generated some commotion, but over the years would become the critical piece of what we know today; a communication more open to the senses, to be more familiar and closer to the users. "The main theme of the posters around 1900 was the woman, the eternal feminine".<sup>(24)</sup> Alfons Mucha was an excellent influencer for his style towards the Nouveau movement, also called modernism; thanks to his graphics and paintings that spread to several fields apart from fashion and advertising, he remains an essential referent of communication.<sup>(25)</sup> Although there is no concrete evidence for now that Mucha was directly included in creating a new proposal for women's lingerie, it should be noted that her style contributed to the change in the perception of fashion in general.

In terms of brand positioning, if a women's lingerie brand wanted to draw inspiration from Alfons Mucha's aesthetic, it could adopt some aspects of his style to convey an attribute of elegance, delicacy, and femininity in

its products and accompany it with marketing campaigns under this concept art. This could include Nouveau art, color palettes, ornamental details, and artistic narrative without losing the concept of feminine empowerment and security. <sup>(26)</sup>

Creating digital illustrations to generate high-impact ads in the fashion sector and more in the line of women's lingerie can be an excellent way to capture the attention of the target audience and convey the aesthetics and style of a particular brand if it is looking for a structured positioning. <sup>(26)</sup>

We reach the end of this article not before talking about an intimate and elegant atmosphere, where materials influence the soft and neutral contrast of beauty that can be achieved in each piece of lingerie; that is why lace is a fundamental material in this line, generating a nuance of sensuality and security for women, filling some spaces of her body with romanticism and sophistication. <sup>(27)</sup> Several designers such as John Galliano, Christian Lacroix, Marchesa, and Alexander McQueen, among many others, keep the famous poster artist in force through extraordinary pieces, highlighting the Nouveau art in the grand fashion runways worldwide. <sup>(28)</sup>

## **METHODS**

By using academic and trusted portal sources such as essays, articles, and theses, you can obtain accurate, reliable, and up-to-date information essential for research and learning in various disciplines. These sources are precious for those seeking evidence-based information and wish to avoid disseminating misinformation or biased information.

## **RESULTS AND DISCUSSION**

The information is organized from the general to the particular, talking initially about brand positioning and its different variables, starting from a specific line of fashion, such as women's lingerie and its impact at the national level, discovering its different nuances in the market; to this research, an artistic approach is added, taking as a reference the poster artist Alfons Mucha, the influencer of the nineteenth century, generating a space entire of art within the fashion world; Throughout the research and data collection, the sources found about Mucha, women's lingerie and its influence on the catwalks lack of research and not many informative sources are reported, similarly, the information found is short, but concrete of the events that influenced what we know today as brand positioning from another more professional perspective.

## **CONCLUSION**

By taking as a reference the father of marketing, as he was cataloged by many, Alfons Mucha allows us to see in a more dynamic and personal way the meaning of brand positioning and its different nuances; it shows how important it is to know the user in a more intimate way and not just see it as an object to which is sold something in particular; It can also be a powerful strategy to create a distinctive and evocative image within a brand of women's lingerie, having significant nuances of aesthetics generating easy recall, by incorporating artistic elements imposed by the poster artist, maintaining the elegance and sophistication through Nouveau art, without losing the connection of the story, allowing art and beauty to become the purchase choice for each user, transmitting femininity and sensuality in Mucha's style, highlighting and emphasizing the coherence of communication with the audience, achieving an assertive and constant brand positioning.

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**AUTHORSHIP CONTRIBUTION**

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