Victoria’s Secret

“Hello Bombshell”

Victoria’s Secret is one of the most popular companies for selling underwear, lingerie, and beauty products to women across America. With multi-million dollar endorsements and booming sales, such as the Semi-Annual Sale, the company is very well trusted! The newest endorsement introduced is the “Hello Bombshell” which includes the newest line of push up bras. Every day, both women and men are entertained with commercials, posters in the stores, and magazines as well as internet ads promoting these products. With this in mind, I’ve decided to use this ad to analyze one of the most successful companies.

Victoria’s Secret was founded in 1977 in San Francisco, CA. A Sanford Graduate named Roy Raymond opened his first store in the Stanford Shopping Center in Palo Alto. Raymond’s idea of the company came from the fact of men not being comfortable with buying lingerie for their significant other. Shortly after his store was opened, he came out with a catalog along with three other stores. He also owned a store called The Limited before-hand. Raymond died in 1993 in San Francisco by jumping off the Golden Gate Bridge. The company headquarters are located in Columbus, OH with CEO Sharen Jester Turney.

The company is also famous for their Victoria’s Secret Angels, which were the models of the lingerie line. The Angels were introduced in 1997. The original models were Helena Christensen, Karen Mulder, Daniela Pestova, Stephanie Seymour, and Tyra Banks. The models listed, excluding Helena Christensen, were all introduced in February 1998.

The ad I’ve chosen gives off an exotic vibe. The woman in the ad is lying down. She has long hair and sky blue eyes. She’s wearing the newest push-up bra in black with matching underwear. The bra was created from the Very Sexy product line. The ad says that the bra adds two cup sizes which can be an advantage to women. The bra is designed to give extra padding and support for women as well as extra comfort.

The characteristics of the bra can hold a huge advantage towards women. Women across the United States as well as all over the world look for underwear that’s comfortable and gives extra support to make their bodies look good. Not only do they look for those characteristics, they also expect to find them at great prices. Although the bra ranges from $54 to $60, women believe it’s worth every penny. Reviews from associated content states that the push-up bras are the company’s largest selling bras.

The design of the bra may explain the price. Associated Content explains the materials put into the bra. It states that the bra sports what is called Gel Curve which gives the breast a wonderful look that is full and feels natural. The bra also has different designs with regular, clear, and low back straps. Women can also choose to wear the bra strapless as well as different colors and prints. With that being said, consumers from Viewpoints.com give the product 4.21 out of 5 stars. 86% of consumers that voted would recommend the bra to women.

Women aren’t the only people that are impacted by the bra. Men also enjoy the bras by seeing their girlfriends and wives in them. The ad is supposed to be sexy and grabs the audiences’ attention. Men are usually attracted to ads and commercials with half-naked women and sexually related themes. When males are attracted to sexy products, it makes them want to have the product for their significant other. When people say sex sells, they’re truly right.

Even though sex sells, what is it showing the youth and teenagers? This is when the disadvantages of the ad come in. Kids all over the world see Victoria’s Secret ads almost every day. Young girls tend to mock what they see on TV and in the magazines. Depending on how old young girls are, they will accept the ad and try to mock it. This would be a very bad influence because it teaches young girls that it’s ok to act this way. Young boys are also affected because when they see the ad, they are exposed to a sexually related environment so early in age.

I believe teenage girls are affected the worse out of all the age groups. As a teenage girl grows into puberty, she’s pressured with many different things. In my opinion, the ad would pressure her into being something that she’s not. As a teenage girl looks at the ad, after awhile, she would try to become like the ad. If she continues to see such an ad, she will have the pressure that the woman on the ad is how girls are suppose to look. I know how this feels because I was a teenager once. Being pressured with my self-image often made me upset because I believed that I would never look like what I always saw on TV, the internet, or in the magazines.

Even though many women are in love with the new line of bras, there are a handful who think otherwise. Some consumers that I’ve read about says the bras have a little too much padding. Rob Pattinson, a subscriber to Purse Blog says she was disappointed with the bras. She quotes “…You can totally tell I’m wearing a push-up.” She also states “It was so much padding and it left a HUGE gap in between my chest and the bra.” Like any other product, the bra doesn’t necessarily work for every woman, considering that every individual has different body types. A few women that I’ve read about says that they believe the company needs to make bigger bras for women who are more curvaceous than others.

While analyzing this ad, the new line of bras, and the company, I’ve had the pleasure to get more into the reviews and statistics behind these topics. I’ve come to discover that not every woman show interest in the bras for various reason. In addition, I came across scientific reasons of why these specific bras a more comfortable than others and the extra detail that they obtain. Victoria’s Secret goes the extra mile when making their products to make sure their customers stay faithful to their company. From personal experience, I support the new Miraculous Push-Up shown in the ad because of the great support and comfort, nevertheless, I won’t recommend it to anyone in regards to everyone having their own body type and appearance.

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