

## Feminism through the lens of underwear brand advertising campaigns

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At the article considers the evolution of underwear brand advertising campaigns. The influence of feminism on the concept of brands.

Key words: feminism, branding, visual code, advertising.

Through history of fashion we must it is possible to observe the change in the role of women in society, in particular, expressed through external images. In most cases, the choice of clothing and makeup for a woman is justified by her inner sense of self, the desire to convey a certain message to the people around her.

Speaking about the image of a woman underwear brand advertising campaigns, *femme fatale* is more brightly. This is a femme fatale, whose appearance attracts absolutely everyone. Therefore, using her image in advertising, you can attract a larger number of possible buyers. However, to attract the attention of the audience, it is not enough to use a thin model with a languid look and plump lips. Newfangled trends have had a strong influence on the perception of advertising women's images. Feminism and bodypositive are dictate their own rules. Overly sexual models can offend the feelings of women who are far from modeling standards. In addition, the Victoria's Secret brand scandal proved this relatively recently. Opponents of the brand accused him of not being tolerant of people. In their opinion, models with different types of figures, etc should appear on the catwalks. In general, we can note the negative attitude of feminists to such brands. This is allegedly due to the too obvious objectification of the female body. To retain customers, many of them rebrand themselves. Therefore, now, using the example of well-known brand ads, we will consider this phenomenon.

Describe to Agent Provocateur. This brand have to a lot of advertising videos in which women, while in their underwear, rob an expensive jewelry store (2014) ; seduce and take revenge on men who have offended them (2016). Play on the feelings of men, doing what they want: they throw objects at them, drive them away with a whip, and make them follow them on all fours (2018). The girls in all the ads use a minimum of makeup. Inner state is achieved their audacity. Throught ads the rebellious spirit, which is laid down by the authors, is transmitted. These characters do not let a man get too close, for them he is just a toy [1]. Other ads of the company during the same time show the beauty of the female body, emphasized by intricate underwear. It's like expensive erotica, not available to everyone. Now the brand is moving away from "aggressive sexuality". The woman of their brand is still confident in herself, but she, to put it mildly, changes her life guidelines. Woman who can fix a car, but she loves herself. Underwear no longer acts as an element of seduction, but as a decoration for a new woman. Might note a single trend. Its minimal using of photo processing. Important to show a woman, who goes against beauty standards. Underwear in this case helps to see all the beauty of a woman, to understand that each is unique in its own way. Natural beauty has become fashionable in this area of the industry. Perhaps this is quite a controversial point, but even for professional models, a minimum of treatment is applied (creases, moles, stretch marks). Even makeup is losing its relevance. It is important to be well-groomed, smile, inner acceptance of your uniqueness. Victoria's Secret (and Oysho too) still makes some changes to the ad. Now

completely different girls and women appear in the photo.

At this article, the influence of modern trends that influence the creation of the underwear brand advertising campaigns. Now they are showing natural beauty, which may just emphasize the beautiful boudoir element of the wardrobe. In any case, the beauty remains with the woman. Only she decides how to present herself.

*Литература*

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