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VISION ON THE DEVELOPMENT OF A SUCCESSFUL COMPANY IN THE INDUSTRY OF WOMEN'S LINGERIE

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The given paper presents a business idea related to women's lingerie. This business idea came to the student Ana Racovit due to a personal necessity. After she had analyzed the market situation for women's lingerie and identified the gaps and unsatisfied needs of the clients, she came with solutions to solve the problem. This paper also includes 6 sets of lingerie that were made with the use of natural and qualitative fabrics, interesting design, original packaging.

Key words: lingerie, tendencies, fabrics, sets, comfort.

INTRODUCTION

In the foreground, the 2024 year shed light on the development dynamics of the lingerie industry. According to the Xsights Research regarding lingerie 88% women pay attention to comfort and 12% women give priority to elegance [1].

Another major tendency in lingerie is the accent on quality and durability of the best quality materials used, such as silk, fine lace and organic cotton.

An additional important tendency is the transition to responsible fashion, the models oriented towards sustainability will play a critical role in 2024. Increasing emphasis is placed on sustainable and qualitative fabrics, and this fact cannot but make us happy [2].

Another interesting trend in the sphere of lingerie is personalization. Today women want to express themselves and feel unique by the choice of their lingerie. Personalization could vary from simple choices, such as favorite colors or certain types of fabrics to a more complex aspects, such as sizes that make the lingerie a perfect fit for the body shape. Irrespective of the size or body shape, each and every woman deserves to feel beautiful and confident.

Equally important is the innovative trend where the "smart lingerie" combines comfort with functionality. There is lingerie that can monitor bodily functions, such as heart rate or sleep quality. Although it seems to be a futuristic concept, the intelligent lingerie is gaining popularity and can offer an additional level of comfort and security [1].

PURPOSE

At the moment the representatives of the fair sex have an active lifestyle, finding time for everything, even business. That is why the basis of lingerie creation is comfort which helps woman feel great throughout the day. This way the passion for underwear transformed into a small business. And the best source of inspiration are the customers that are looking for the created products.



The business idea came as a personal necessity of the student Ana Racovit. She made an analysis of the women's lingerie market and had identified the gaps and unsatisfied needs of the customers. She took into consideration the new technologies, innovative fabrics and design concepts in order to bring something new and interesting on the market of women's lingerie. But the biggest impediments in this field are: material suppliers and the concept of brand promotion and packing. When choosing the name, she opted for a name that is easy to remember and pronounce, namely "ANIȘOARA RACOVIȚ LENJERIE" (ANIȘOARA RACOVIȚ LINGERIE).

RESULTS AND DISCUSSION

Lingerie is an essential element of our wardrobe which not only helps us feel comfortable, but also helps us express ourselves and keep up with fashion tendencies [1]. Despite this, the uncomfortable lingerie becomes an instrument that make life more complicated: the wrong choice of shape, fabric, size that do not correspond to dimensional parameters, unattractive colors, because sometimes the thing you need simply does not exist on the market.

The first step in making lingerie is the choice of the fabrics that are going to be used, it is very important to use qualitative, natural and sustainable fabrics, such as: cotton, nylon, silk etc.

Cotton is one of the most popular and versatile fabric for lingerie. It is soft, comfortable, breathable and hypoallergenic, which makes it suitable for daily use.

Nylon is a synthetic fabric which is elastic and durable, often used for compression and sport lingerie due to its capacity to offer support and absorb moisture.

Silk is a luxury refined fabric which is known for its simplicity and the comfort that it offers. It is soft to touch and elegant, being ideal for sleep and special occasion lingerie.

Polyamide, a type of nylon, is a synthetic material used for the production of lingerie that is resistant to abrasion and has the ability to stretch without deterioration. It is often combined with other fibers in order to create comfortable and durable lingerie.

Microfiber is a fine and soft fabric, made of fine synthetic fibers which offer a silky and comfortable feeling. It is often used for daily lingerie due to its lightness and breathability.

Lace is a delicate and feminine which gives the lingerie an element of elegance and refinement. It is often used for decorating or accentuating some pieces of lingerie, such as bra or panties.

Elastane is an elastic fiber that is often mixed with other materials for an additional expandability and adaptability of lingerie. It is used in particular for panties or other lingerie pieces that require a good level of support and fixation.

Lycra is another elastic fiber that is often used for the improvement of lingerie comfort and performance. It has the capacity to return to its initial shape and this fact makes it suitable for sport lingerie or for the pieces that require a high level of support.



The second step is the identification of the construction method of basic tailoring patterns and adapting it for every body shape so that the customer would feel comfortable. After this follows the set sewing with the use of the fabrics previously selected.

The fig. 1 represents 6 women's lingerie sets made by Ana Racovit, each set being unique in its own way.



Model 1



Model 2



Model 3



Model 4



Model 5



Model 6

Fig. 1. Sets of ready- made products

Model 1 consists of 3 pieces (bra, panties and garter belt), the fabrics used are silk, lace and cotton.

Model 2 consists of 2 pieces (bra and panties), the fabrics used are embroidered lace, silk and cotton.

Model 3 consists of 5 pieces (bra, panties, garter belt and 2 garters), the fabrics used are silk and cotton.

Model 4 consist of 2 pieces (bra and high -waisted panties), the fabrics used are lace and cotton.

Model 5 consists of 2 pieces (bra and panties), the fabrics used are silk, lace and cotton.



Model 6 consists of 3 pieces (bra, panties and garter belt), the materials used are lace, silk and cotton.

All the presented models were made in compliance with the dimensional parameters of every client. With the help of straps, it is possible to adjust the items to ensure the comfort of the wearer. The sets are intended for special occasions in women's lives, but also to ensure a good mood, pleasant emotional state and last, but not the least, self-confidence.

The packaging of women's lingerie is an important part of the purchase experience and it contributes to the general impression about the product. The packaging used by Ana reflects the refined and elegant nature of the women's lingerie. For this purpose, high-quality cardboard boxes and paper bags are used, and for an additional personalization a gratitude message is added for the customers.

CONCLUSIONS

In conclusion, we would like to mention that whether you are looking for a new set of lingerie or want to find out about the newest tendencies, there is a multitude of available options in the field of women's lingerie. It is important to be opened to new ideas and be ready to test and reiterate your ideas for developing a successful women's lingerie company. The creation of women's lingerie company is a promising idea, especially in an industry that is constantly growing and there is constant demand.

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ПОГЛЯДИ НА ПОБУДОВУ УСПІШНОГО БІЗНЕСУ В ІНДУСТРІЇ ЖІНОЧОЇ БІЛІЗНИ

У статті представлена бізнес-ідея жіночої білизни. Бізнес-ідея прийшла до студентки Ани Раковіц з особистої потреби. Проаналізувавши ринок жіночої нижньої білизни та виявивши прогалини та незадоволені потреби клієнтів, вона знайшла рішення для їх усунення. Також у роботі представлено 6 наборів товарів, які виготовлені з використанням якісних та натуральних матеріалів, цікавого дизайну, оригінальної упаковки.

Ключові слова: білизна, тренди, матеріали, комплекти, комфорт.