

Understated - An Underwear Brand
SOCIAL MEDIA ANALYSIS

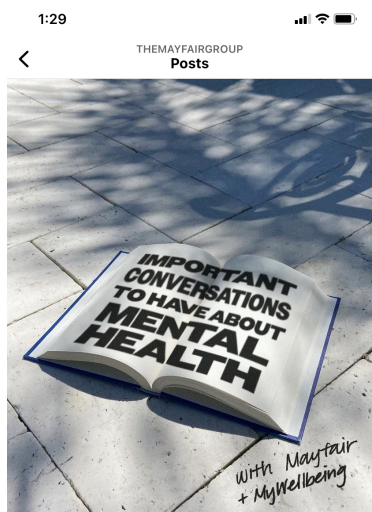
@themayfairgroup

Description	Universe (Hubs & Conversations)	Instagram Stats
Mayfair - a global lifestyle brand focused on purposeful merch, feel-good content, and an empowering digital community	Clothing & fashion Mental health awareness Wellness tips, self-care Creativity, young creatives	2,051 posts 490K followers 1,044 following

Mission / Messaging

Everyone's welcome in #MayfairWorld. Consider us your internet hype team, serving mood-boosting merch and treating humans like humans since forever. Our mission is to not just to make you look good, but help you FEEL good. Join the movement. The future is all of ours to build.

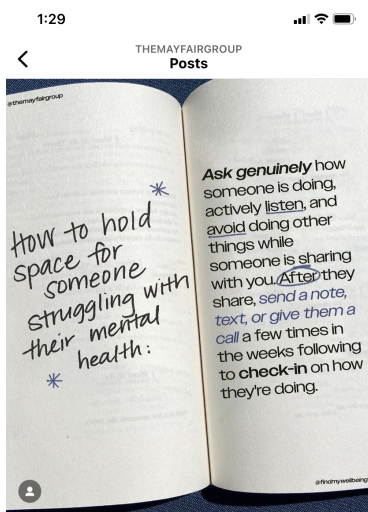
What the brand does well	How I can apply this to my brand
<ul style="list-style-type: none"> + Captions contextualize images: short, relevant and acknowledges concerns of the audience + Captions prompt interaction with posts (share, comment) by posing questions, offering conversation starters + Captions include one or two relevant hashtags (e.g. #WorldMentalHealthDay) to comment on an important trend or topic + Campaigns highlight partnerships with other brands and creatives (e.g. @findmywellbeing, @taylorrooks) and their respective uniqueness to add depth to new products 	<ul style="list-style-type: none"> > Use short captions with good hooks as prompts for interaction > Use partnerships and hashtags to engage in (and add to) relevant conversations



Liked by lindsaylohan and others

themayfairgroup For #WorldMentalHealthDay we worked with our friends from @findmywellbeing to put together some points to help bring awareness to and address some stigmas around conversations about mental health.

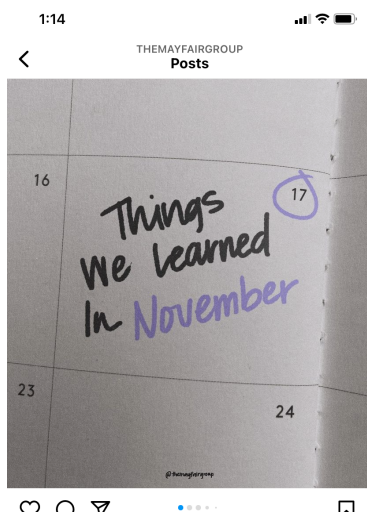
Earlier this year we launched the Mayfair X MyWellbeing Therapy Fund and we're so proud to share an update on the support that the fund has been able to provide and our commitment to continue to grow it.



Liked by lindsaylohan and others

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10,817 likes

themayfairgroup This time of year can be inspiring, hectic, lonely, beautiful, stressful, and joyful. Whether you're surrounded by people or keeping to yourself, just know that there are people that love you (like us 🥰). Swipe to see what the Mayfair team learned this month and let us know something you discovered about yourself in November.

View all 27 comments
samabrahart ❤️❤️❤️❤️
3 days ago



Liked by wisiax420 and others

themayfairgroup Meet @taylorrooks: A force in the world of sports journalism. As the host of her own interview show on Bleacher Report and Features for Thursday Night Football, she confidentially trail blazes as an innovator and outspoken advocate for women empowerment. Taylor's collab is an empowering reminder that you are one of one and possess the power to do anything you stick your mind to.

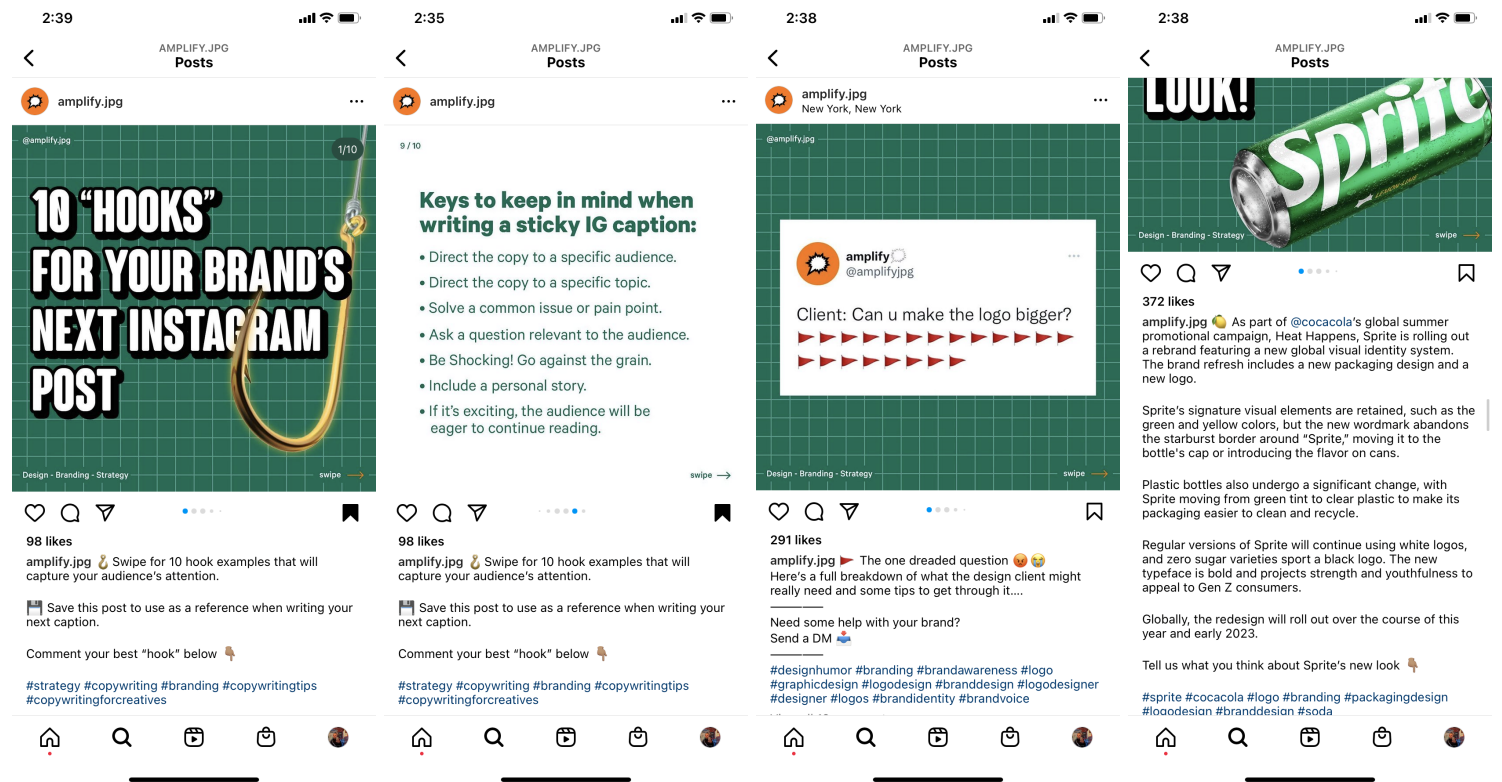
@amplify.jpg

Description	Universe (Hubs & Conversations)	Instagram Stats
Amplify - a creative studio focused on helping brands through design strategy	Design, design strategy Design tips & tricks Branding, visual identity Content creation Small businesses / brands	124 posts 10K followers 97 following

Mission / Messaging

Oh, you must be killin' it in your industry but ready to take your brand to the next level. You want to make big bucks and leave your mark in the world. You need a new or refreshed identity that evokes a deeper connection with your audience. You want a killer strategy with visuals that sell the brand for you... So let's work!

What the brand does well	How I can apply this to my brand
<ul style="list-style-type: none"> + Bulk of text is in the image, using the "swipe" format to guide the narrative. Text as image also lends to more sharing via stories + Text is relevant to their brand and useful to their audiences + Text is often in bullet format: consistent, digestible and specific in scope + Text as a screenshot of a tweet (like a meme) supports crossover between platforms 	<ul style="list-style-type: none"> > Use image format to convey text in digestible ways > Use alternative formats to visually integrate text and other platforms



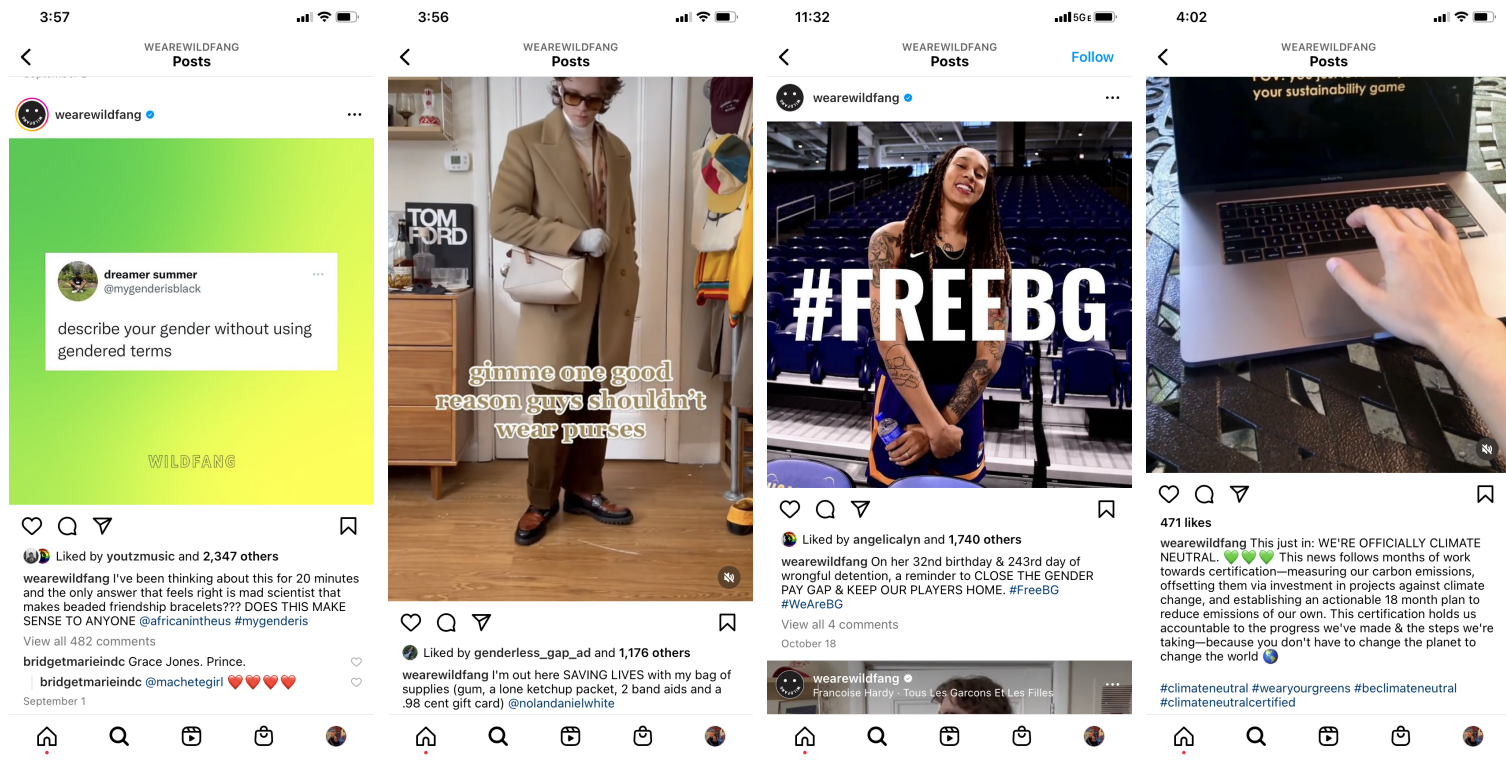
@wearewildfang

Description	Universe (Hubs & Conversations)	Instagram Stats
Wildfang - a clothing company known for its non-traditional approach to gender norms	Clothing & fashion LGBTQ+, non-binary identity Inclusivity, sustainability	6,904 posts 203K followers 893 following

Mission / Messaging

We're on a mission to rethink gender norms and how they show up in fashion. We embrace our masculine, our feminine, and our everything in between. We had grown tired of asking: Are real pockets revolutionary? Is it too much to ask for a button up without boob gap? Why is the fashion industry still clinging to outdated gender norms that serve no one? You can shop with us online or swing by our stores in PDX and LA. Proudly women founded, women run.

What the brand does well (and not so well)	How I can apply this to my brand
<p>+ Text as a screenshot of a tweet (like a meme) supports crossover between platforms. Use of user-generated content from their audiences.</p> <p>+/- Captions written with a very casual tone, in a very internet-native style, possibly to relate to their target audience. However, captions can be read as too casual, shouting (through use of capital letters) or just an afterthought - which could be alienating to larger audiences.</p> <p>+/- Uses minimal, hyper-specific hashtags for specific audiences and conversations related to their audiences</p>	<p>> Feature user-generated content from audiences to directly speak back to our audiences</p> <p>> Use platform to highlight community-specific issues with specific hashtags and partnerships</p>



News: @them @wired @voxdotcom

Description	Universe (Hubs & Conversations)	Instagram Stats
Various news platforms	News, events Emerging tech Community interests	n/a

Mission / Messaging
Informative, interesting and relevant

What the brands do well	How I can apply this to my brand
<ul style="list-style-type: none"> + Consistent visual and text formats for all posts + Short statements as hooks. One or two paragraphs of meat. At least one quote from the article. Similar to the "Twitter Essay" format. + Post text in alternative formats, like a reel with rotating image and text + Standard (short) "Link in bio" phrase at bottom. Some include relevant hashtags, others do not 	<ul style="list-style-type: none"> > Use short statements as hooks "above the fold." Include quote and/or quick takeaway in caption. Provide short "link in bio" phrase at bottom with minimal hashtags. > Use alternative formats to visually integrate text and other platforms

The image shows three screenshots of Instagram posts from news platforms. Each screenshot includes the time, signal strength, battery level, and the Instagram app interface with navigation icons at the bottom.

- Post 1 (11:23):** Title: "Club Q Owner Says the LGBTQ+ Bar Will Reopen Soon". Author: SAMANTHA RIEDEL. Caption: "Following the tragic Club Q shooting on November 19 that left five dead and at least 18 injured, the LGBTQ+ club's owner says it's only a matter of time before the space reopens." Includes a quote from Nic Grzecka.
- Post 2 (3:01):** Title: "Kit Connor Is Tired of the Lack of Bi Representation on Screen". Author: SAMANTHA RIEDEL. Caption: "You fools. Dragging Kit Connor out of the closet has only made him more powerful than you could possibly imagine." Includes a quote from Connor about his experience coming out.
- Post 3 (2:34):** Title: "Spotify has done an amazing job of marketing surveillance as fun and getting people to not only participate in their own surveillance, but celebrate it and share it and brag about it to the world." Author: EVAN GREER, DIRECTOR OF THE DIGITAL RIGHTS ADVOCACY GROUP FIGHT FOR THE FUTURE. Caption: "wired We love how much you listen to Taylor Swift. But no one loves it more than Spotify—the music streamer that has somehow figured out how to market surveillance as fun." Includes a quote about Spotify's data collection.

The third screenshot also shows a post from @voxdotcom (11:20) with a graphic of a money bag on fire and a quote: "The metaverse is the future." "This crypto billionaire definitely has my best interests in mind." "People will pay billions of dollars for shitty art."

Post #1

Discussion: Language used to describe our bodies



understatedunderwear “The power of language to shape our perceptions of others is immense.”

No one person or group can agree upon how to describe our bodies. No one term or set of terms can capture our evolving understanding of gender identity.

At **@understatedunderwear**, we have long conversations on how to talk about our products. We reference the binary standard of the fashion industry in order to call attention to how we talk about fit and style. We want to describe our fits and styles with the most inclusive terms.

The language we use is intentional and evolving, neither perfect nor exhaustive. We are committed to shifting the conversation around our bodies and genitals to one rooted in care, comfort and confidence.

What are your style words?

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- .

#nonbinary #genderneutral #genderaffirming #genderqueer
#queer #lgbtq #masc #ftm #mtf #afab #amab #trans
#transman #tomboystyle #tomboyfashion #tomboyclothing

Post #2

BTS: How our underwear is made

[Title slide with prompt to swipe]

1. **Design.** It all starts with an idea. Our designers start by working with our manufacturers to determine classic, comforting fits for all body types.
2. **Knit.** Our manufactures then spin reels of organic cotton into fabric. Huge circular machines use a series of needles to weave the cotton fibers into fabric. Quality technicians unroll the newly spun fabric over a light box to check for any imperfections.
3. **Dye.** The organic cotton weave is then submerged in natural dyes with non-toxic binding agents to achieve our bold yet modest colors. Our manufacturer is also GOTS-certified (see: GLOBAL ORGANIC TEXTILE STANDARD), which requires environmental and social responsibility throughout the manufacturing process of organic cotton.
4. **Cut.** Our manufacturers use special software to fit our patterns onto the fabric efficiently in order to minimize fabric waste. Technicians then easily print and arrange the patterns on top of large blocks of fabric before using a machine to cut out the individual shapes.
5. **Sew.** Garment workers then stitch together the shapes, with any internal elements (e.g. elastic), one style at a time.
6. **Finish.** Other garment workers add the external embellishments (e.g., hooks, fastenings) while checking the newly-constructed undies for any imperfections.
7. **Pack.** Our finished undies are then packed according to style and size in minimal, biodegradable packing.
8. **Ship.** Our undies are shipped to us, then to you!

understatedunderwear It takes time for our underwear to reach you. We value our products as much as our process - and handle each step with care.

Swipe to learn more about the eight steps of your undies' journey.

More on organic certification at link in bio.

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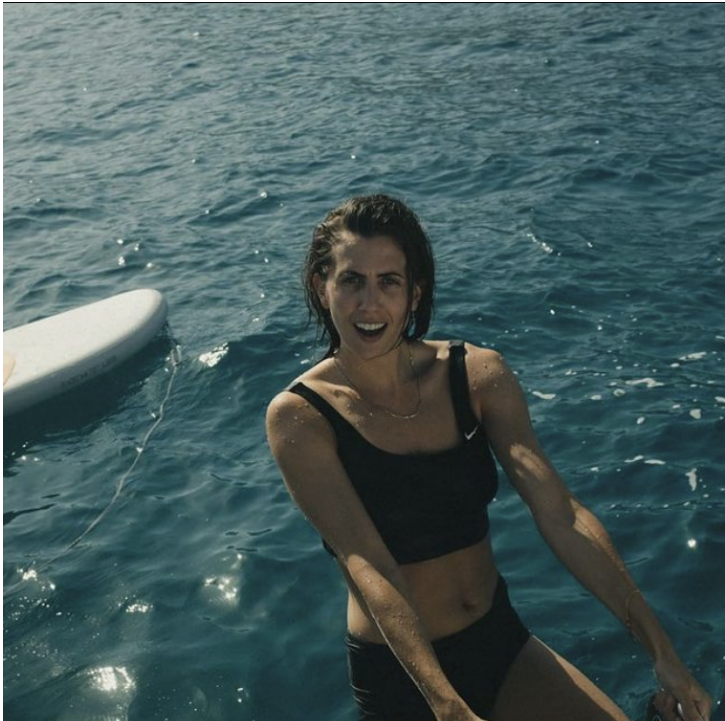
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#underwear #clothingmanufacturing #gotscertified
#gotscertifiedorganic #productdesign #tomboyunderwear
#tomboystyle #tomboyfashion #tomboyclothing #nonbinary
#genderneutral #genderaffirming #genderqueer #queer
#lgbtq #masc

Post #3

Partnership / Synonyms for underwear



understatedunderwear Underpants, undies, panties, skivvies... What do you call your underwear?

Whatever you call them, they should fit - on your body and with your personality. Understated was born out of the frustrating search for the perfect "boyshort" (whatever that is) with an emphasis on good-quality and comfort.

@genderless_gap_ad is a they/them wild card with a preference for the predictable. They call their undies their 'drawers' - primarily for sleeping and occasionally for swimming, but always understated.

Shoot design by [@togethxr](#)

Photo by [@kianascottphoto](#)

Check the drop 🔥

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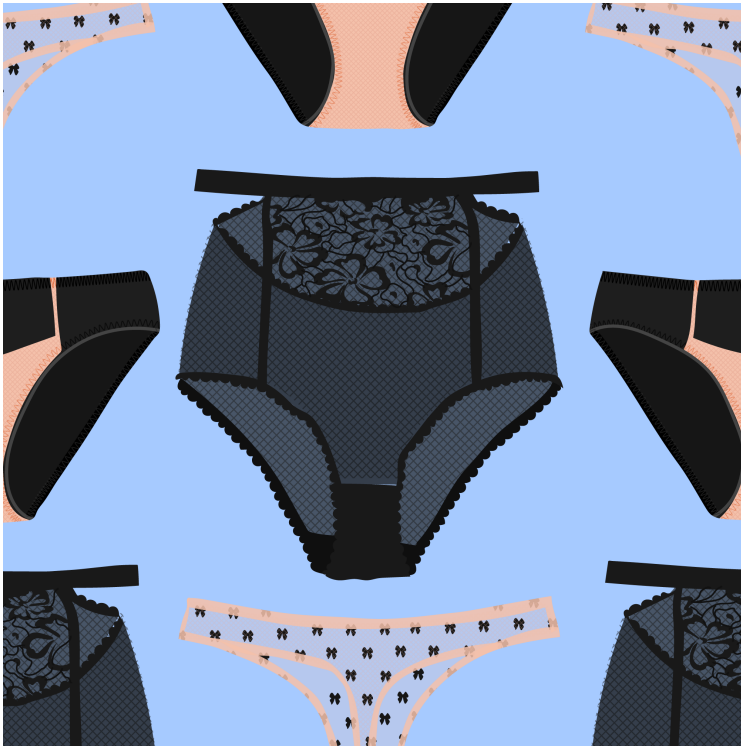
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#underwear #nonbinarystyle #nonbinaryfit
 #tomboyunderwear #tomboystyle #tomboyfashion
 #tomboyclothing #nonbinary #genderneutral
 #genderaffirming #genderqueer #queer #lgbtq #masc

Post #4

History/evolution of underwear



understatedunderwear The evolution of underwear parallels our evolving understanding of our bodies.

Underwear has always been practical: used to protect sensitive areas, keep us warm, and offer support.

The earliest idea of underwear is the loincloth, simply a long strip of material that is passed between the legs and then around the waist. Archaeologists have found the remains of such loincloths dating back 7,000 years - from Hawaii and Japan to Egypt and Greece. The fabric was often leather, wool or linen - not the most comfortable.

As clothing and culture advanced, underwear quickly became a tool to sculpt identity. In Europe, the codpiece was a "dummy" used to keep male genitals hidden. Structured skirts and corsets were used to fit female bodies into idealized forms. Soft materials were reserved only for the wealthy.

Today, underwear still serves a practical purpose while offering additional comfort and confidence. New fabrics enabled more styles, now serving a variety of body shapes, identities and attitudes.

Illustration by @annasudit

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#underwear #nonbinarystyle #nonbinaryfit
 #tomboyunderwear #tomboystyle #tomboyfashion
 #tomboyclothing #nonbinary #genderneutral
 #genderaffirming #genderqueer #queer #lgbtq #masc
 #confidence #inclusive #diversity #community

Post #5

How to: Care for Your Underwear

[Title slide with prompt to swipe]

1. Wash to your advantage

- a. Use a delicates bag to keep undies safe and secure - you don't want to let them bounce around and get twisted.
- b. Wash on cold with the gentle cycle and a gentle detergent. You want to get them as clean as possible in the least aggressive way possible.
- c. Line dry. I know, you have to be patient. But the dryer really stresses your undies out.

2. Designate a keeping place

- a. Please, not crumpled on the floor. Undies need to stay out of foot traffic.
- b. Find a bin, shelf or drawer to keep your undies in shape until it's their time to shine.
- c. Folder them, if you can. Folding prevents wrinkles and helps maintain their stellar fit.

3. Keep a rotation

- a. Have multiple pairs that you love to wear daily, occasionally and on laundry day.
- b. Undies work hard for you - less wearing & washing means more life to live!

understatedunderwear Your undies are precious - delicate in form and special to you. Swipe to see how to best care for your undergarments, keeping them in shape for years to come.

Illustration by [@annasudit](#)

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#underwear #underweartips #underwercare
#undieslaundry #wardrobeupdate #clothingcare
#perfectlaundry #underwercare #organicunderwear
#sustainableunderwear #caretips #boxers #boxerbriefs
#briefs#nonbinarystyle #nonbinaryfit #nonbinaryunderwear
#tomboyunderwear #tomboystyle #tomboyfashion
#tomboyclothing #nonbinary #genderneutral
#genderaffirming #genderqueer #queer #lgbtq #masc
#confidence #inclusive #diversity #community
#bodypositivity #bodypositive #intimates
#underwercollection