

# ***The Market Marketing Strategy Analysis of Brandy Melville and Its Guiding Role in Female Body Image Anxiety***

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**Abstract:** With the development of The Times, the current society is very strict on women's body requirements, girls often in order to maintain a thin body, the perfect proportion, in order to obtain the praise of others, social recognition. Body anxiety has also emerged, which has caused a lot of attention in society, academia and industry. Brandy Melville's clothes, which only feature a single size, have spawned body anxiety among women who are unhappy with their bodies. This paper will describe the complex issue of body anxiety in today's society. First, it discusses the marketing strategy of Brandy Melville brand market, collects terms and texts related to BM, and conducts corresponding text analysis and research to discuss and analyze the orientation of bm style to the spread of body anxiety. Secondly, this paper will explore the interaction between positive body image and brand marketing strategies, while proposing some trends in brand and aesthetic development based on current marketing strategies.

**Keywords:** body anxiety, BM style, marketing strategy

## **1. Introduction**

Modern society has increasingly strict requirements for women's bodies, which is especially prominent in the workplace and daily life. Women often feel that they need to be thin, slender and elongated to gain social acceptance. Many cosmetics and clothing brands choose people as brand models who usually have outstanding looks and perfect bodies and are less likely to choose people with average looks or less-than-ideal bodies, because they believe that this will not bring enough profit to the company. In the age of online social media, Internet celebrities and celebrities are often presented with very thin bodies, which has created a social standard of beauty and led to a general perception that thin is beautiful, which is further reinforced by imitations on various social media platforms, causing anxiety among those with fuller bodies. However, some people are even more demanding on themselves, pursuing extreme thinness, believing that they can be even thinner and not tolerating a shred of extra fat on their bodies, in which case even a little weight gain can cause extreme anxiety, prompting them to adopt extreme dieting and weight loss methods, which can have a serious impact on their physical health and social life. Social pressure is one of the important reasons for this body anxiety. Many women choose to skip meals or try various extreme weight loss methods because they are worried about their body shape, which causes harm to their physical health. The media also plays a role in glamorizing and glorifying the body, with fashion magazines and TV shows often using the perfect bodies of supermodels and celebrities as benchmarks, leading viewers to

mistakenly believe that this is the ideal body standard. Brands such as Brandy Melville's clothing also convey this unhealthy concept of body beauty, making many people feel dissatisfied with their bodies, resulting in body anxiety. Body anxiety is a complex psychological problem in today's society, involving many factors such as family, society, individual cognition and media. The key to solving body anxiety is to establish a correct body concept and a healthy lifestyle, but also need social care and support. In today's society, under the "gaze" of men, women exist as an object of discipline. Now the prevailing "BM wind" has once again pushed the aesthetic of "white young and thin" onto the fashion trend. The "BM wind" characterized by "short, bare and tight" is still in the pursuit of thin, white, curvy body, full chest, and tight hips, so the female body becomes the experimental field of consumer goods, and it is also the focus of men's eyes [1].

Women have always been influenced by high aesthetic standards in the society. In recent years, the topic of female body shape has become a hot topic. "Bm-style" and "skinny white" aesthetics continue to eat into people's minds, and with Brandy Melville's emergence, its S-only strategy has caused a stir around the world. With "BM-style" girls as the entry point, this study aims to analyze Brandy Melville's marketing strategy and how it triggers women's body anxiety. The paper will also explore ways to deal with body anxiety and put forward views against body anxiety. This will provide theoretical reference and feasible measures for the current research on women's issues.

Based on the premise of the review study, this paper will use case analysis and comparative analysis to conduct some subsequent studies. This study will focus on the brand's business model and its marketing strategy in China. At the same time, this study will collect entries and texts related to "BM wind" and "BM girl" from platforms such as Douyin, XiaoHongshu and Weibo for corresponding text analysis and research.

This paper will first discuss Brandy Melville's brand marketing strategy, and according to the brand research strategy studied in this paper, discuss and analyze bm style's orientation to the spread of body anxiety. Secondly, this paper will explore the interaction between positive body image and brand marketing strategy. At the same time, according to the current marketing strategy, it puts forward some development trends about brand and aesthetic aspects.

## **2. Brand Marketing Strategy Analysis of Brandy Melville**

### **2.1. Brandy Melville Brand Overview**

Brandy Melville is an Italian fast fashion brand founded in the 1970s by Silvio Marsan and his son Stephan Marsan. Brand style is a typical California girl style. In 2009, it opened its first retail store in the United States and has since expanded to approximately 100 stores worldwide. From its first store in Rome, BrandyMelville has expanded globally, including Europe, Asia and North America. In the United States, Brandy Melville opened its first store in Westwood Village, Los Angeles. Today, the brand has more than 200 retail stores worldwide. Brandy Melville's line includes clothing, jewelry, bags and more, highlighting the characteristics of young women. Its design is simple and versatile, and it is the choice of many beautiful, slim and tall women. In addition, the brand has a unique "one size fits all" approach, which is quite popular in the clothing industry. Mainly selling women's clothing and accessories, the design is simple and girly, mainly in the American campus style of single women. Its products are available in only one size, in line with the concept of "one size fits most".

### **2.2. Brand Positioning and cCore Values**

Brandy Melville sells women's clothing and accessories, designed to feel simple and girly, with single women American school style, American casual girly style, California style mainly, the company's clothes are small size, for slim, slim women ready. The vast majority of the brand's clothing sizes are

only one size, that is, size S, adopting a "one size fits most" strategy. This unique positioning and design attract the love of young female consumers. In line with the brand's core values, Brandy Melville targets teens with clothes designed for light, slim, so-called "perfect body proportions" and "bm style" girls, providing a lot of emotional value. However, too aggressive brand positioning and marketing methods, resulting in the brand's reputation has been in a polarizing situation.

### 2.3. Pricing Strategy

The overall price of Brandy Melville products is not high, clothes, shoes about 100-300 yuan, the price of 100, 120, 150, 170 or 200 integers mainly, in order to promote and popular, jewelry unit price is not more than 100 yuan. Brandy Melville chooses to take the mass route and the popular route to meet the needs of girls at the right price. In terms of pricing, Brandy Melville can meet the consumption expectations of girls, and in terms of price and uniform size, reduce the cost. Brandy Melville has adopted a relatively unique pricing strategy to cater to its young, trendy target audience. The brand is usually priced relatively affordable, in contrast to some high-end fashion brands. This strategy makes fashion trends more accessible to younger consumers, in line with the brand's market positioning.

### 2.4. Publicity Strategy

Brandy Melville has only one store in China, in Shanghai, Beijing and Chengdu, all of which are international cities in China that target large numbers of consumers. Its stores are located in commercial areas with high traffic, which is easier to attract target consumers and attract more customers. Second, Brandy Melville doesn't advertise or employ professional models. Instead, their Instagram accounts have been full of pictures of the skinniest, longest-legged, long-haired customers as publicity stunts. Brandy Melville leverages influencer marketing, celebrity power, and the fan economy to inspire interest in the brand through celebrity and influencer publicity. Red marketing, manufacturing stars with the same model, fan economy. Ouyang Nana, Yang Mi, blackpink, and other stars have appeared in BM clothing, and posted photos of themselves wearing "BM style" clothes on their social media to publicize, leverage the fan base, and pursue the same style of stars, thereby boosting brand exposure and sales. It is also using social media, such as RED, Weibo and Instagram, to reach out to young women with better amateur photos of its models wearing its Melville clothes, where slim teenage girls post their own photos. At Brandy Melville, the store's staff picks out the spot-on hotshots, who command attention by standing in the lobby or in plain sight at the checkout counter. The "BM style" dress symbol is also frequently introduced, as a tool that women can use to pursue and show small, girlish, intimate friendship. The introduction of scene and punch card ceremony is regarded as a practical form for young women to pursue the trend and a channel for showing their bodies, which constitutes the background plate for young women to realize individuality [2]. In social media marketing, Brandy Melville clearly recognizes that the combination of KOL+KOC will bring higher revenue. KOL&KOC publicity, word-of-mouth marketing, with small red book and Weibo as the main position, linking a large number of wear type KOL&KOC& ordinary people to carry out collective publicity and shop volume, create a good reputation, and capture the mind of consumers. KOS training, mutual benefit and win-win: BM trains shop assistants to become Internet celebrities, and also labels Internet celebrities with BM, and both sides are mutually beneficial and win-win. From the perspective of BM, shop assistants can not only attract offline traffic, but also serve as KOS for BM products on the social media platform [3]. From the perspective of the shop assistant, the shop assistant can get offline exposure through BM and get the beauty certification of BM, so as to better develop the social media account. In addition, Brandy Melville takes advantage of variable rewards: Brandy Melville stores and its official website sell hot

products in limited quantities and occasionally replenish stock. Regardless of whether you go to the store or the official website, Brandy Melville stores and its official website sell hot products in limited quantities. Not knowing the outcome (the outcome of whether the item you want is available) makes you crave the product. Sometimes some styles may not be what you really like, or not suitable for you, but to see that it is not easy to replenish the stock, not to rush to sell out immediately, we may not have time to calm down and directly carry out impulsive and blind purchases. Young people pursue fashion and use personalized clothing to show individuality and express themselves. The rapid development of information technology and the prosperity and popularization of social software enable young people to grasp the information of fashion trends at home and abroad in the first time, and join the community with the same aesthetic interest, and the enthusiasm of young people to chase fashionable clothes and create new fashion trends is higher [4].

### **3. Spread of Body Anxiety Brandy Melville Style**

#### **3.1. The Influence of BM'S Design and Model Choice on Body Anxiety**

Brandy Melville, a one-size-fits-all brand known as "one size," has no large, small or medium sizes, and the vast majority of its products, whether tops or bottoms, come in one size. With an average waist size of 58CM, Brandy Melville cultivates shop assistants to become Internet celebrities and labels them Brandy Melville. Shop assistants can attract offline traffic and model 170-180 pounds, which makes most girls flinch. Even star Yang Mi has said she can't fit into some of Brandy Melville's clothes. But at the same time, it has cultivated a group of "BM girls". Therefore, women inevitably fall into a kind of abnormal comparison, constantly objectifying themselves, looking at themselves with the eyes of the third person, and evaluating their external appearance. Whether in people's minds, or in the mass media, is always thin for beauty, convex back, long legs, in the social media algorithm push, this aesthetic is reached the extreme. From the previous "A4 waist" and "collarbone coins" to the current "ant waist" and "women's group legs", women's slim bodies are respected [5]. This "age tyranny" causes their age to become anxious and insecure and may become worse as time goes on.

#### **3.2. Brandy Melville Promotes a Link to Body Anxiety on Social Media**

In the consumer society and culture, the aesthetic value of the body has gained more and more important significance. The change in the status of the body leads people to be extremely sensitive to their physical appearance. The body replaces the spirit and becomes the source of happiness and pain for modern people [6]. Brandy Melville, which sells S-size clothes both on its website and in brick-and-mortar stores, has sparked controversy over the label's claim that it is "skinny and white" that makes it look good. The brand has also been criticized for "creating body anxiety" over small and average sizes, and for its "BM girls' height and weight comparison chart," which has gone viral online. The Internet big data is frantically pushing the topic of "BM trend", and the image of Brandy Melville's various good-looking and well-built shop assistants are constantly spreading on the Internet. It's given Brandy Melville a big press boost. Nowadays, the rise of women's status and women's counterattack on traditional concepts have precisely created topics and disputes for brands, and topics and disputes are traffic. With the labeling of style, the brand has brought a new style of dress, namely "BM wind". The brand is built into a style label, and the style of the brand is determined on its own products so that this style forms a high sense of identity in the market and consumer groups, making it easier to form consumers' memory points.

In recent years, the discussion heat of appearance anxiety, body anxiety, age anxiety and other topics has gradually increased, and some brands have used this to sell anxiety and "brainwash" consumers, expecting women to become women under the public aesthetic [7]. Consumers' views and experiences on Brandy Melville and body anxiety. Brandy Melville's "One size fits all" label

distinguishes it from other brands, including the fact that all of its items come in an S-size. The labels are short, tight and leaky. More and more girls are proud of being able to wear BM, and everyone agrees that only those who can wear BM are good and attractive girls. In order to be a BM girl with a "perfect" body, how many girls have set up a flag to diet and lose weight on the social platform, which can be called a large-scale beauty scene. The Brandy Melville dress is proud of itself, and many girls have a rising sense of body confidence. More and more girls have the courage to show and distribute their beauty and loveliness in the form of BM style, even if their bodies are not "perfect" in the eyes of many people. But it also makes some girls who do not have a "perfect body" have a strong sense of inferiority. With the continuous development of information media, social media in new media has an important impact on the "appearance anxiety" of young people. In particular, the younger women invest in social media and pay more attention to self-presentation, the more likely they are to have negative emotions of dissatisfaction with their appearance [8]. Recently, some netizens joked that they went to the official website to buy Brandy Melville tops, which are recommended for people with 115-130 catties. But when he arrived, he was shocked: it was nearly half smaller than his other clothes of the same size, which was simply children's clothing. For example, as a female star Zhang Xinyu said: "There is a brand of clothes I like very much, but I cannot even fit his size." Nowadays, the smaller the size of women's dress is virtually "body bullying" on girls. Many consumers complained of misogyny and body shaming, and angrily demanded that it be pulled from stores. The terrible thing is that in reality, there are really girls who feel inferior because they cannot reach the standard of "BM girls". In foreign countries, this kind of body shame imposed on women has been resisted by many girls.

#### **4. The Relationship Between Positive Body Image and Brand Marketing Strategies**

First, positive body image advocacy can contribute to the elimination of the size discrimination and perfectionism that exist in the fashion industry. In the past, the fashion industry generally pursued thin body standards, which caused many people to feel pressure and unease about body image. However, by actively championing diverse body types and promoting a healthy, active lifestyle, the fashion industry can help shape a more inclusive and positive body image climate.

Secondly, positive body image advocacy helps to change the public's definition of beauty. The fashion industry, as an important role in leading trends and shaping aesthetic concepts, assumes social responsibility. By showcasing diversity across body types, ages, genders, ethnicities, and more, the fashion industry can convey to the public that everyone is beautiful. This recognition of diversity will encourage more people to accept their bodies and develop a positive self-image.

Finally, positive body image advocacy can also promote the diversified development of the consumer market. As society advances and diversity is recognized, consumer demand for different body images is also increasing. The fashion industry can meet the needs of a wider market and attract more consumers by developing clothing and products that suit a variety of different body types, as well as showcasing diversified fashion expressions. Most importantly, the promotional channels of clothing brands, as part of the mass media, have a wide impact on the advocacy of body image. By spreading a positive body image, brands can shape society's aesthetic, drive social progress, and make everyone feel accepted and respected. This is not only good for the brand's image, but also for the overall health and well-being of society.

In conclusion, the promotion of positive body image advocacy in the fashion industry has positive significance in shaping an inclusive and diverse social atmosphere, changing the definition of beauty, and promoting the development of diversified markets. By working together, we can foster a healthy, positive body image and contribute to the sustainable development of the fashion industry.



## 5. Future Trends and Suggestions

### 5.1. Development Trend of Diversified Aesthetics

The current trend of diversified aesthetic development is reflected in the fact that people's aesthetic concepts are more open and diversified, and with the progress and change of society, the public's aesthetic requirements are increasingly diversified. Diverse body beauty: People's definition of physical beauty is no longer limited to traditional standards, but more inclusive of a variety of body types, skin tones, ages and genders. For example, a malleable, healthy and natural look has become a new trend in the fashion industry. In recent years, with the rise of short video platforms, the single aesthetic of "white, thin and young" is gradually being broken, and a variety of girls have bravely gone to the screen before they "promote their strengths and avoid their weaknesses" in the choice of clothing, and calmly face the "imperfections" of their bodies [9]. Cultural diversity: With the acceleration of globalization, it has become a trend to integrate different cultural elements into the aesthetic. People begin to appreciate and accept cultural symbols such as art, music and clothing from different countries and regions, and some international brands stand out, and their acceptance is often higher. Diversity of expression: Individual unique and free expression is gradually accepted and respected. People liberate aesthetic needs from traditional norms and pursue individuation, uniqueness and creativity. Environmental protection and sustainable development: The aesthetic concept of environmental friendliness and sustainable development continues to rise. There is a growing focus on the use of environmentally friendly materials, the social responsibility of brands and the reduction of waste. In general, the current development trend of diversified aesthetics is open, inclusive and inclusive. People no longer adhere to the traditional aesthetic paradigm but are more inclined to the value of individual expression, acceptance of diversity and pursuit of sustainable development.

### 5.2. The Rich Product Line and Size Selection

Some other products, because of the style, size, color of the cost of equal. Uniqlo, for example, has a very wide audience, covering almost all different groups. The most typical are trousers and women's underwear. Below is a leisure brand. Size distribution of men's jeans. Just in the height range of 170-175, there are 10 different waist sizes and pant lengths to choose from. Enrich its product line and size to bring greater revenue [10].

## 6. Conclusion

As for the limitations of this study, let's talk about the actual purchasing experience of Brandy Melville brand by me and girls. I have a thin body, most of the BM clothes can be worn, and the styles and shapes are also in line with my aesthetic taste. The clothes are comfortable to wear, the decoration design of the store is California style, and the staff have a good service attitude, so the process of buying in the store can provide happiness and good experience. Similarly, I also collect a lot of small red book that is the real experience of Weibo users, thousands of faces, some people think that the experience is very poor, the clothes are difficult to control, causing body anxiety, and even don't like the arrogant appearance of the shop assistant, think that they do not think that they are waiters serving others, and on the contrary, feel that they are superior handsome men and beautiful women, do not respect people. There are also many beautiful little sisters that BM wind is very good-looking, even more cost-effective than the clothing sold on Taobao, good quality, style and style are also very high quality.

In the world today, Brandy Melville's "One size fits all" label, all of which are S-sized, is a test of whether the one-size-fits-all concept applies to other clothing brands. I don't think so. In today's world,

people are given too many shackles, especially in terms of appearance and body, and their anxiety is more prominent in women. If all clothing brands have only one size, without inclusiveness and selectivity, only people who can't wear this size will abuse and spit on them. With the launch of Brandy Melville brand, the highly unified aesthetic, the erosion of public opinion of the whole society, are imperceptible. It put a vivid, wonderful, and others are not quite the same girl, back to the crowd. Brandy Melville has seen lackluster sales in Europe and the United States, where it has been angrily pulled from shelves amid complaints of misogyny and body shaming over its so-called "one size fits all" label. However, in Southeast Asian countries, the same brand concept has magically harvested a large number of fans. Without him, it is the deformed aesthetic of the girls' excessive pursuit of "white, thin and young". Its marketing techniques, which everyone can see clearly, are nothing more than crazy innuendo that "women who dress in BM are attractive girls", setting off an orgy of appearance discrimination and finally detonating sales. However, some people still buy it, because the girls are "not confident in the aesthetic", it can stand on the high position and customize unreasonable standards at will. The subtext of "one size fits all" is that if you don't have a thin enough body, you're "not good enough." It does not respect women, but it is sought after, in the final analysis, because of the body anxiety caused by social atmosphere. Many girls feel inferior because they are not thin enough and their waists are not small enough. They may also force themselves to go on a diet for advertised perfect, attractive bodies, causing body anxiety. Everything is the opposite, when BM also believes in "thin for the United States" can circle money, most girls have not eaten this set. They were blunt: "I doubt BM's marketing is PUA for women." I think beauty should be in all shapes and sizes, and girls who wear BM certainly have their own beauty, but not everyone has to be a "BM girl". Physical beauty does not lead to confidence, but confidence does make you more beautiful. Read more books, develop their own interests and hobbies, enrich themselves, and enhance their intrinsic value. Quality of the inner world will let people exude the light of confidence. Clothes want to let the clothes bring out your beauty, not let you to accommodate a dress. Before learning to dress up, it is more important to learn to accept yourself. In today's society, body anxiety has become a widespread social problem. More and more people are concerned about their body shape and think that their body is not perfect, which can lead to low self-esteem, anxiety, depression and other psychological problems, and may lead to unhealthy weight loss ways and eating habits. Therefore, it is very necessary and important to study the factors affecting body anxiety, which helps to understand and solve this social problem, and analyze these factors, so as to better understand and recognize the psychological phenomenon of body anxiety, so as to take corresponding measures for prevention and treatment.

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