

# 7. QUALITATIVE RESEARCH

## Street Interviews

Street interviews were conducted to gain insight into consumers thoughts and opinions of the current lingerie market, whether they saw a gap for a highstreet brand to launch a lingerie range, and what marketing they were most responsive to.



*"Lingerie on the highstreet can be quite limiting, especially in terms of sizing. It can range between being slightly too girly and too sexy, theres nothing in-between that's maybe quite clean or sporty in terms of design and cut."*

- Sarah



*"It's what I see in store that inspires me. The only thing I actually look at is Stylist magazine on a Wednesday. Glossy magazines don't do anything for me"*

- Lucinda

*"If I was to buy lingerie as a gift, I would have to know her sizes immaculately. A very friendly and approachable sales assistant in-store would help me in the process of buying lingerie"*

- Matt



*"Lingerie on the highstreet at the moment is abit too fussy. In-store events and promotions would attract me to buy new lingerie as well as a good marketing campaign."*

- Bella

