BY DEBBIE CAI

EUT Marketing Singapore, owner of lingerie brand Blush has tweaked the ambience of its outlets and introduced a new range of ‘teddy bear’ themed sleepwear following the results of an academic study by Singapore Management University (SMU) students which revealed that women subconsciously recall childhood experiences when purchasing lingerie.

“We decided to purchase the results of the study — which highlighted key words such as ‘romantic’, ‘sexy’ and ‘childhood’ in its findings — as it provided an insight into the subconscious mind of lingerie-buying consumers,” said Patrick Chai, Chairman and CEO of EUT.

Chai said that the company has incorporated lace curtains in its outlets’ décor for a “more sexy” feel. He added that the brand’s new Take Me Home teddy bear collection has experienced “encouraging” sales, which may “confirm” that childhood experiences play a part in women’s emotive purchases of lingerie.

Conducted by SMU Corporate Communications students Marcus Neo, Alicia Prescott and Michelle Tan, the study which questioned what women really want when shopping for lingerie — employed the Zaltman Metaphor Elicitation Technique (ZMET) which uncovers unconscious thoughts by asking consumers to pick pictures they associate with a particular product and focusing on the metaphors that surface when they describe the images. 12 women who frequently shop at lingerie specialty stores took part.