

# Branding a Commodity: The Case of Triumph

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## Abstract

*Triumph came to Sri Lanka when the term lingerie was not even commonly used. Lingerie was referred to as 'under garments' and not mentioned or discussed in public. They were hidden in a corner of the closet, tucked away in shelves in a store, and worn only as a means of fulfilling a functional need. There were no established players with a distinctive personality in Sri Lanka, and*

*the market was a commodity market. To tap into this, Triumph had to redefine the market itself. It created new dimensions in the functional value placed by women on lingerie, and also attached an emotional value. In doing so, it had to break established taboos in the Sri Lankan cultural context by advertising lingerie, open display in stores, measurements for lingerie, availability of 'fit-ons' etc. The underlying theme of the study is how Triumph International Lanka (Pvt) Ltd managed to establish the Brand through introducing new dimensions to 'Consumer Value' and capture a large market share in Sri Lanka. The entry of Triumph created a paradigm shift in the way intimate wear is treated, worn and perceived. The company changed the face of lingerie marketing in Sri Lanka and veritably shook a market that was in hibernation. It managed to create a brand image where a bra is no longer seen as a garment worn out of necessity, but as a fashion accessory that is essential for your personal grooming and outward appearance, and also make you feel good about yourself. Thus, the ambience for lingerie shopping was created.*

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