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The Trick of Trending

Every brand on social media wants to trend. Trending in pop culture is usually centered around defying societal norms in some fashion. Defying what the world is used to prompts discussion, discussion manifests trends, and trends can be monetized.

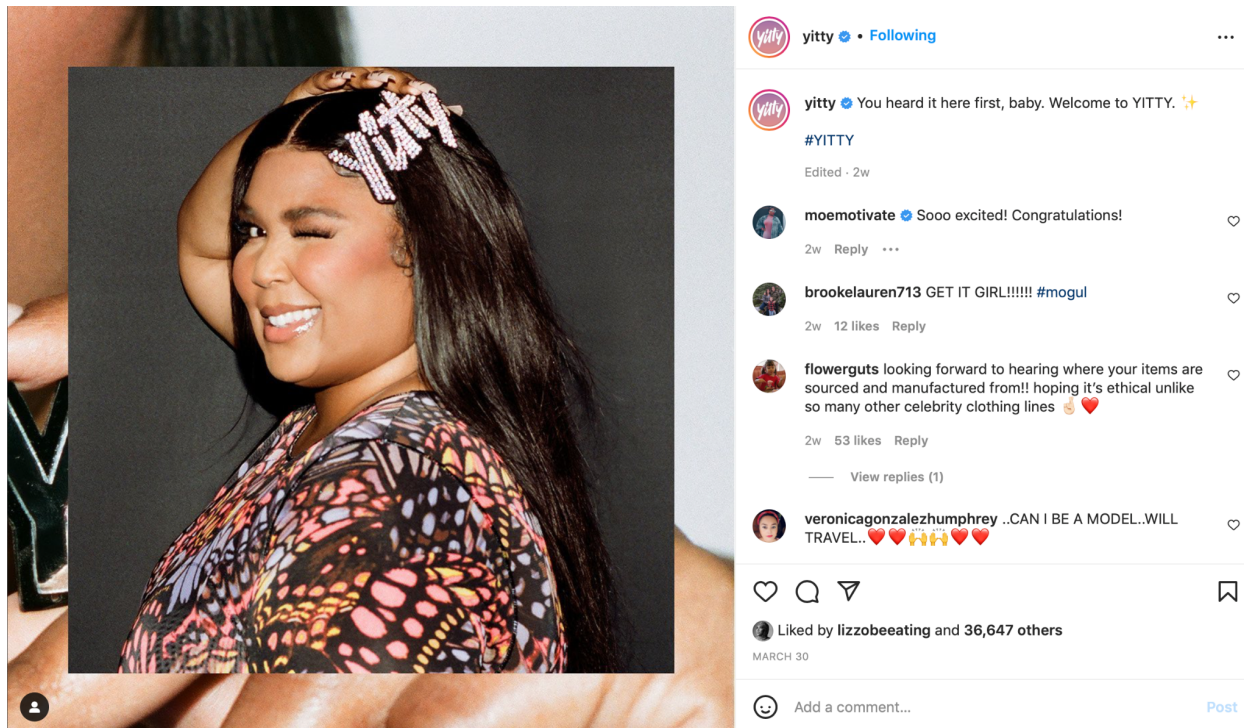
Fabletics recently launched their sister brand, Yitty, “shapewear reinvented, by Lizzo,” and the internet is loving it. With Kate Hudson co-founding the brand in 2013, Fabletics is interesting to analyze as it has traditionally been thought of as athleisure for skinny white women, at least that’s what their website shows.

As of April 12th, Fabletics is boldly letting Lizzo take the reins with her new shapewear line, Yitty, and it seems to be paying off. How is Yitty’s Instagram specifically thriving? Yitty utilizes Lizzo’s celebrity status and personal branding of empowerment surrounding body positivity to engage fans and capitalize on the comments section.

Yitty stands out with its fearless, unapologetic, self-loving energy in every post and caption. They are a must-follow from their updates teased on Instagram first — before anything hits the website. If you are a Lizzo fan, Fabletics fan, or want some empowering female energy in your life, you must follow.

They engage fans by making customers feel heard by responding to most questions asked in the comments and taking steps to implement change when suggestions are made. Not only is this great, free customer insight for the brand, but the comments sections have also become a space where fans of the Yitty and Lizzo discuss amongst themselves, creating a community rooted in a shared love for feeling free and happy in your body. This generates a constant dialogue between the brand, customers, and the entire Yitty community.

Lizzo is the biggest asset to Yitty's brand. Lizzo is featured in every post, which is proving to attract attention. Since the brand is drawing on Lizzo's fans and personal branding, Yitty's most successful content types are in line with Lizzo's posts on her Instagram and her values of body positivity and empowerment.



On March 30th, prior to the April 12th launch date, Yitty posted on Instagram, “You heard it here first, baby. Welcome to YITTY. ✨ #YITTY”. The post was flooded with 36.6k likes and 461 comments. Three that stood out are, “Lizzo you’re such a goddamn inspiration, thank you for this brand as I’ve NEVER found a brand for me”, “✨that CHICK 💎✨”, and best of all, “I can't wait to spend my check on this! 🔥🔥🔥”. People appreciate Lizzo redefining beauty norms through modeling the clothes well and providing sizes available for various body types. She is being called the “it girl” of this generation. Best of all, people are eager for the brand to launch and excited to spend their money on this collection of clothes.



Post-launch, Yitty is not only marketing well and receiving positive feedback in the comments like “obsessed asf”, and “just take my money now!!!”, but what makes this account a must-follow is the community that comes with it, celebrating various types of beauty. For example, on this picture with 52.8k likes and 403 comments posted only three days ago, some of the comments include, “This is the first time I’ve ever seen someone who looks just like me in an ad. Thank you so much for making beautiful, comfortable things for all bodies!”, “Now this is a line about inclusiveness!...Unlike SKIMS who claim to be all sizes included and yet, that’s not the case!”, and “I love how the bigger sizes are listed first. It’s the little things 🥰”. In these examples, Lizzo’s shapewear makes customers feel seen by models that reflect them. Someone referenced SKIMS, Kim Kardashian’s shapewear brand and a major competitor for Yitty, and why they appreciate Lizzo’s approach in comparison. Yitty is not only providing larger sizes but being thoughtful about the order they are displayed when shopping, reshaping the way people

think about sizing and its correlation to beauty. While these comments are flattering, they are also valuable customer insights on what's working, what they should stay true to in their brand, and what they should stay away from.

Yitty can also improve from discussions that broke out in this same chat. Someone asked, "I am between sizes. Smaller up top bigger on the bottom...What should I order?" Yitty responded, "Check out our sizing chart for the perfect fit!❤️". The customer feels taken care of, and Yitty learns that although they are size-inclusive, people don't know their size and could benefit from clarification on the website. Another comment that could influence Yitty's next designs is, "Do you have any non thong body suits?" Other customers and potential shoppers agreed, informing Yitty of an area they could expand.

Many of Yitty's comments are also related to international access, and every company's dream is to have a global presence. Lizzo is already internationally known, touching fans across the globe, making the brand's reach and expansion much more seamless.

Social media works best when a multitude of avenues funnel their customers to one source: shopping and purchasing. You could be a fan of Lizzo, her new Amazon series, "Watch Out for the Big Girls," body positivity in general, or Kate Hudson, and her more traditional, yet empowering working mama's following. Each brings a different consumer type, yet all roads lead to the affordable athleisure company's website, and ultimately shopping! That is the trick of trending.