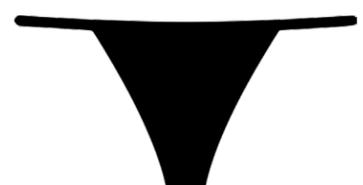
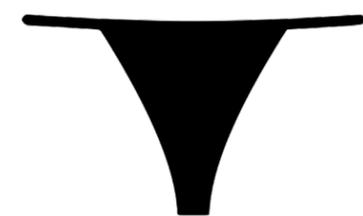
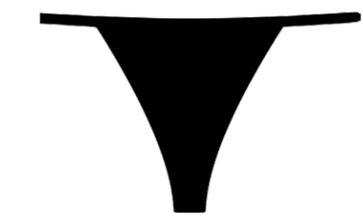


BRAND AUDIT

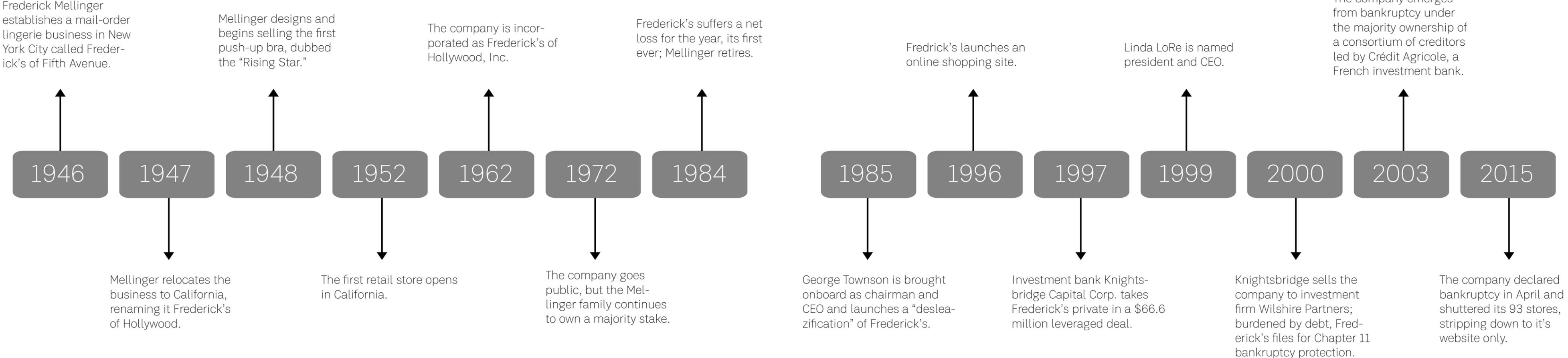
Frederick's
OF HOLLYWOOD

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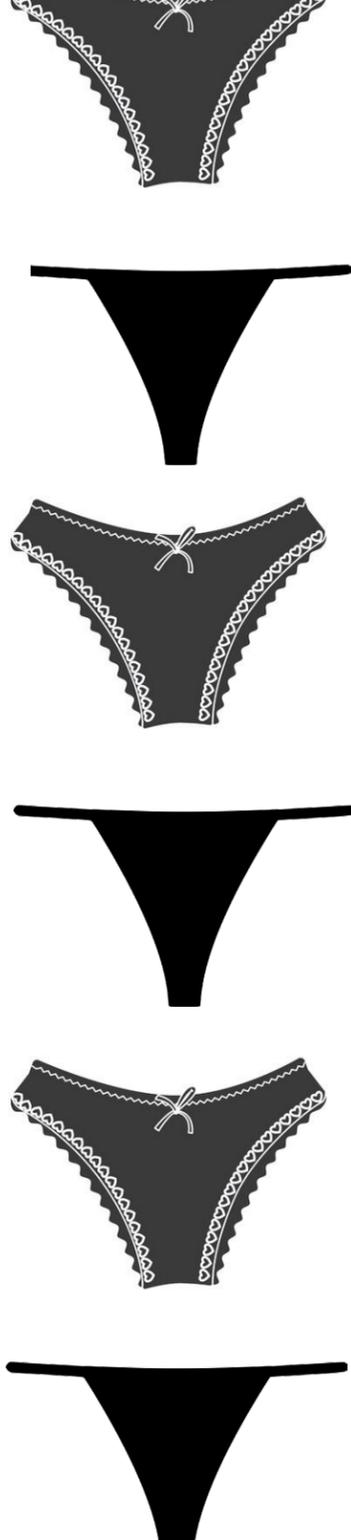


COMPANY OVERVIEW



HISTORY

Frederick's of Hollywood is named for its founder and longtime president Frederick Mellinger, who conceived of his lingerie business while serving in the armed forces during World War II (Encyclopedia). In 1946, after his discharge, Mellinger established a mail-order undergarment operation in New York City. Known as Frederick's of Fifth Avenue, his shop mostly offered racy black bras and undergarments embellished with lace. Mellinger took his fancy foundations to California in 1947, changing the name of the catalog business to Frederick's of Hollywood that same year. Mellinger, who came to be known as "Mr. Frederick" among his clientele, soon began to specialize in figure-enhancing foundations and accessories. He designed and began selling the first push-up bra, padded bra, and padded girdle. Mr. Frederick opened his first retail store in California in 1952 and others soon followed. The flamboyant Art Deco flagship store soon became known as "the purple palace." Mellinger started advertising his catalog and garments in nationally circulated magazines using tag lines such as "Fashions Change--But Sex Is Always in Style" (FundingUniverse). After incorporating in 1962, Frederick's continued to expand its product offerings by selling an Americanized version of French lingerie. The brand was the market leader of lingerie until the 80s.



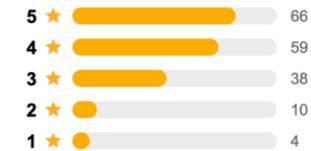
CORPORATE CULTURE



Overall rating

4.0 ★★★★★

Based on 177 reviews



Ratings by category

- 3.8 ★ Work/Life Balance
- 3.3 ★ Compensation/Benefits
- 3.3 ★ Job Security/Advancement
- 3.6 ★ Management
- 3.8 ★ Culture

3.0 fun place to work

★★★★☆ ASSISTANT STORE MANAGER (Current Employee) - Tampa, FL - October 14, 2013

Constantly busy, restocking merchandise, co-workers nice

Was this review helpful?

[Report](#) [Share](#)

3.0 Loved it

★★★★☆ Co Manager (Former Employee) - Katy, TX - January 25, 2019

I actually loved the company but it closed down the store manager was great to work for and made it fun and pleasure to come into work the only bad thing was that the pay was really low

Was this review helpful?

[Report](#) [Share](#)

4.0 Great place

★★★★☆ N.Y. - Store Manager (Former Employee) - Staten Island, NY - February 1, 2018

Great place to work if you have the right people with you . Everything can be fun when working with lingerie. Loved my time there just wish the management was more hands on and took more responsibility for their involvement or lack there of.

Since 2015, Fredrick's of Hollywood had shut down their stores and switched to website only, selling their merchandise completely online. However, people who had worked in the stores seemed to enjoy the atmosphere and were busy re-stocking their products. Most negative reviews were involved with management. Fredrick's ratings online seemed to average between 3 - 4 stars out of 5.

Mission

The Frederick's of Hollywood Group's mission is to create products that make women feel sexy, desirable, and confident. Our goal is to expand our presence through quality, innovation, value, and an unrelenting customer focus. Frederick's of Hollywood shares values that place a premium on internal and external collaboration, integrity, excellence, and dignity for the individual. We maintain a respectful, friendly, and productive workplace, as well as a challenging and rewarding work environment for our associates.

Vision

In order to achieve our goals, the Frederick's of Hollywood organization must possess shared values that place a premium on teamwork, collaboration, and communication. We will attract, develop, and retain individuals who excel in their field and embrace the spirit and values of Frederick's of Hollywood.

MISSION VISION ATTRIBUTES

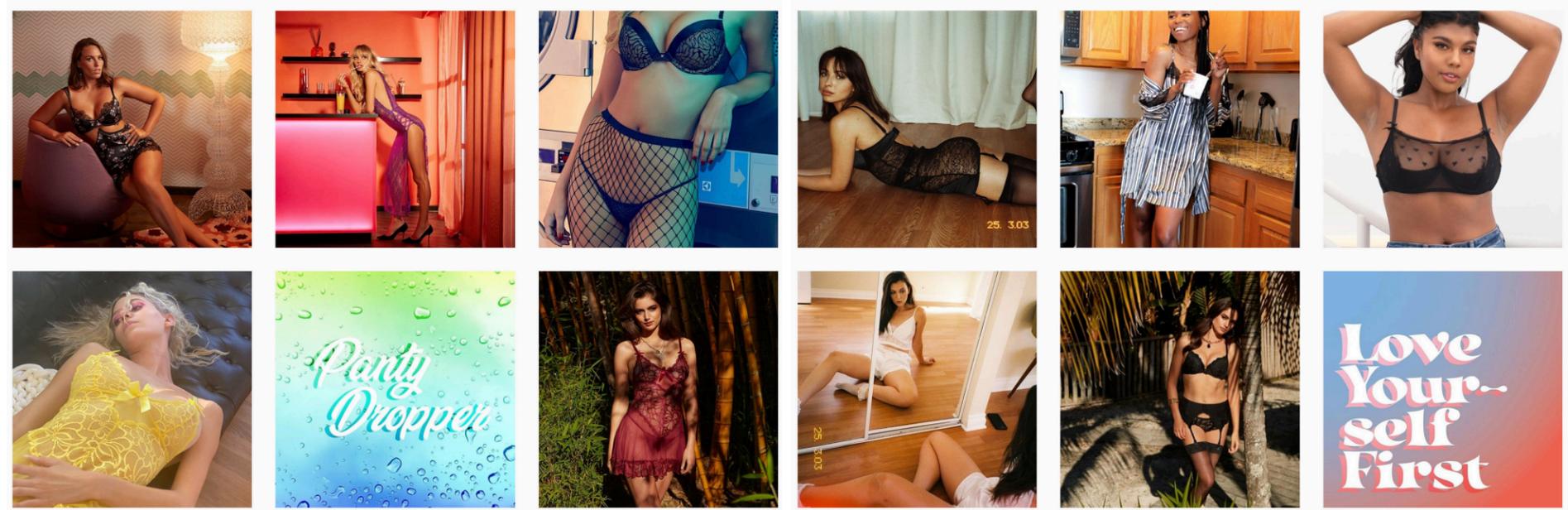
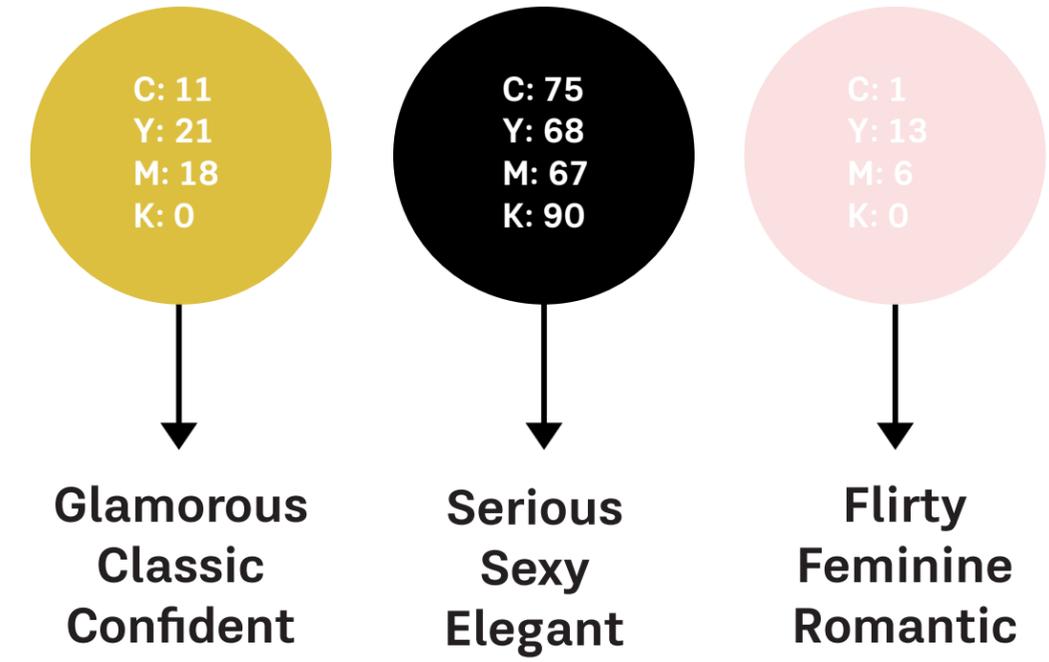
Attributes

Sexy
Affordable
Flirty
Fun
Glamorous
Confident
Unapologetic

LOOK & FEEL

Frederick's
OF HOLLYWOOD

The look and feel of Fredrick's logo seems to express old Hollywood glamor. They use a classic script font paired with the serif font Futura. The main color used in their branding is gold which is a color of wealth and success. Gold symbolizes sparkle, glitz, and glamour!



LANGUAGE

Voice & Tone

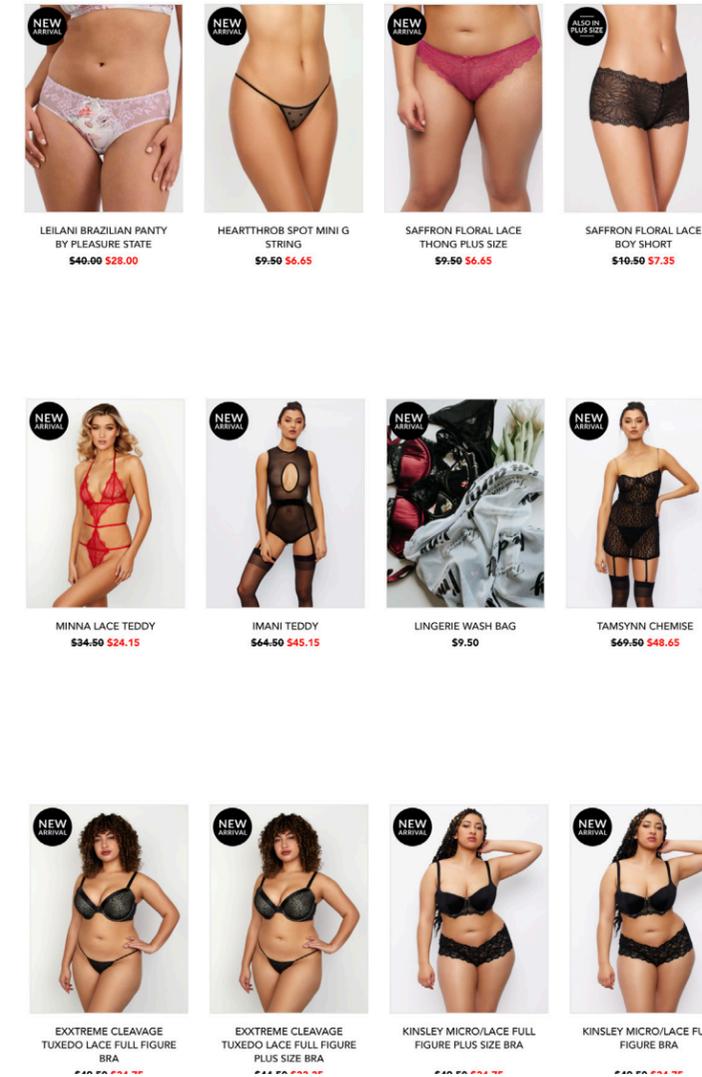
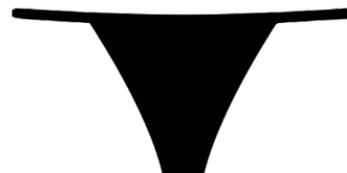
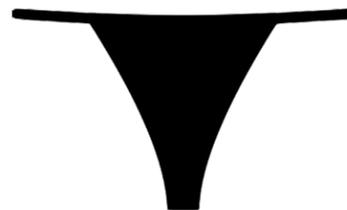
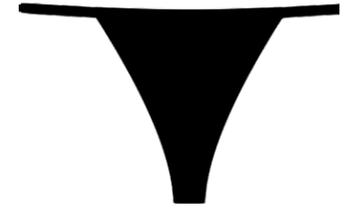
The voice and tone behind Fredrick's language is sexy and confident. Their voice and tone comes from their founder who wanted to capitalize on creating a lingerie brand that went against what was most accepted all the way back in the 40s. Fredrick's tone is bold and daring!

Key Message

Fredrick's key message includes making their customers feel sexy in an unapologetic way. They go against modesty!

Taglines

"Iconic. Innovative. Irresistible. Since 1946"
"Celebrating Sexy since '46"
"Flaunt Fredricks"



PRODUCTS & SERVICES

Fredrick's of Hollywood, Inc. is a U.S. intimate apparel retailer, with an emphasis on racier clothing and other items. Fredrick's is most known for selling women's undergarments and lingerie.

Product Categories

- Lingerie
- Bras
- Panties
- Shapewear
- Accessories
- Also includes plus size styles!

PREVIOUS ADS

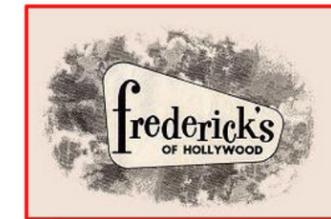


<https://www.youtube.com/watch?v=ZDeibUaSmbI>

Besides Fredrick's old catalog ads and magazine ads from the early 2000s there hasn't been much advertising other than through their social media. Because Frederick's is so heavily California/West Coast-oriented, the company does very little national brand advertising (Miller). Their last big advertising campaign was in 2018 featuring Megan Fox. In collaboration with the Hollywood star they produced a collection of lingerie that was featured in a short advertising video. The video seemed to focus more on Megan Fox rather than the actual products that they were offering. Some people claim online that this ad campaign was Fredrick's last effort to try to save their business by using a famous actress, which led them to failure, once again.



PREVIOUS LOGOS



Current Logo

Since Fredrick's began all the way back in the 40s, you would expect changes to be made in their logo. These are the main five variations of their logo. In total there is about 10 variations that were printed on the tags of the products over the lifespan of the brand.

tag variations over the years



REVIEWS



Overall Satisfaction Rating



Based on 137 ratings

In contrast to how Fredrick's was rated by their employers, the customer ratings of the business are extremely low. Out of 137 ratings their accumulative ratings is 1 out of 5 stars. Most customers explain that the sizing of the products online aren't accurate, the customer service isn't responsive, and their brand is outdated.



Michelle of New York, NY ✓ Verified Reviewer

Original review: Dec. 19, 2019

They are out of business in the malls for a reason. They can't change with the times. The website is very outdated. It is awkward and annoying pop ups obscure the page when you are trying to search. The search function is not accurate. The page loads slow on high speed. The measurements are not detailed. Size 8 is a medium means nothing to me. It's lingerie, show a bust, waist and hips sizing. The gown I got had a huge stomach area and tiny hips. I'm not a pencil. poorly made. The worst part is the returns. They give you a PNG file to download. A PNG FILE! What is this 1999? I had to find a file converter to PDF and even then the part the post office would scan is partially cut off. Did someone's great uncle design and maintain the site? Get an IT professional for goodness sake, you're in CA.



Amie of Corona, CA ✓ Verified Reviewer

Original review: Feb. 10, 2019

After reading a lot of negative reviews, I think the company was not that bad. I ordered 6 items online. 4 business days after placed the order, I received a refund for 1 items which was out of stock. I think it's fair. Then 2 business days after, I received another email to let me know that my order was shipped. The warehouse was in Los Angeles, and my place was 1-hour driving distance away. I received the package 2 business days after. So it took 8 business days since I placed the order online and finally received my package. The customer service was pretty good. All of the items I bought were on sale more than 60% off. So the price was around \$10 to \$20, for each item. The quality was ok with that on sale price. But I think the original price was way too high, because the quality was not that nice. I was happy with my purchase.

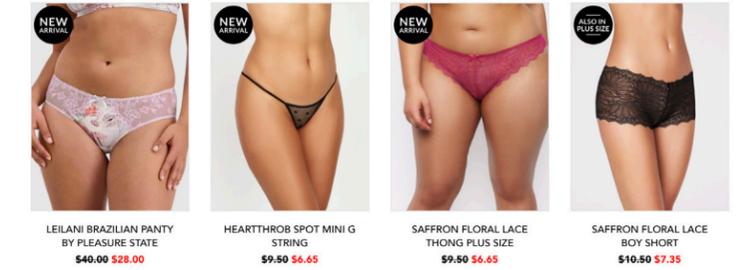
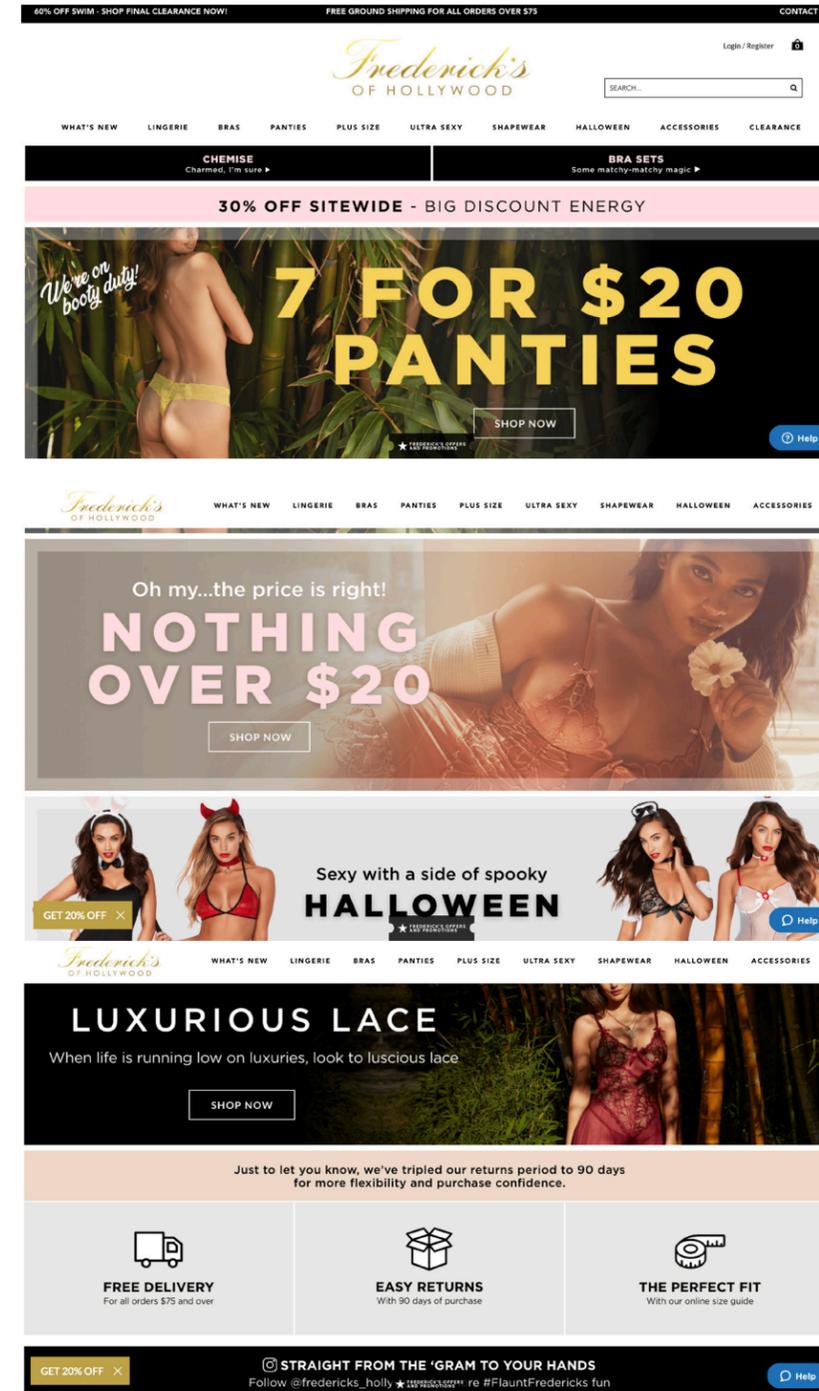


Cheryl of Stow, OH ✓ Verified Reviewer

Original review: April 30, 2020

Beware: Don't do it! Items DO NOT fit as described by size chart. I returned 2 items as I received and got a \$3 refund. I was told shipping (that was supposed to be free) was \$10.95 and charged another \$5.95 return shipping. So I'm out of \$17 and have NOTHING to show for it.

WEBSITE



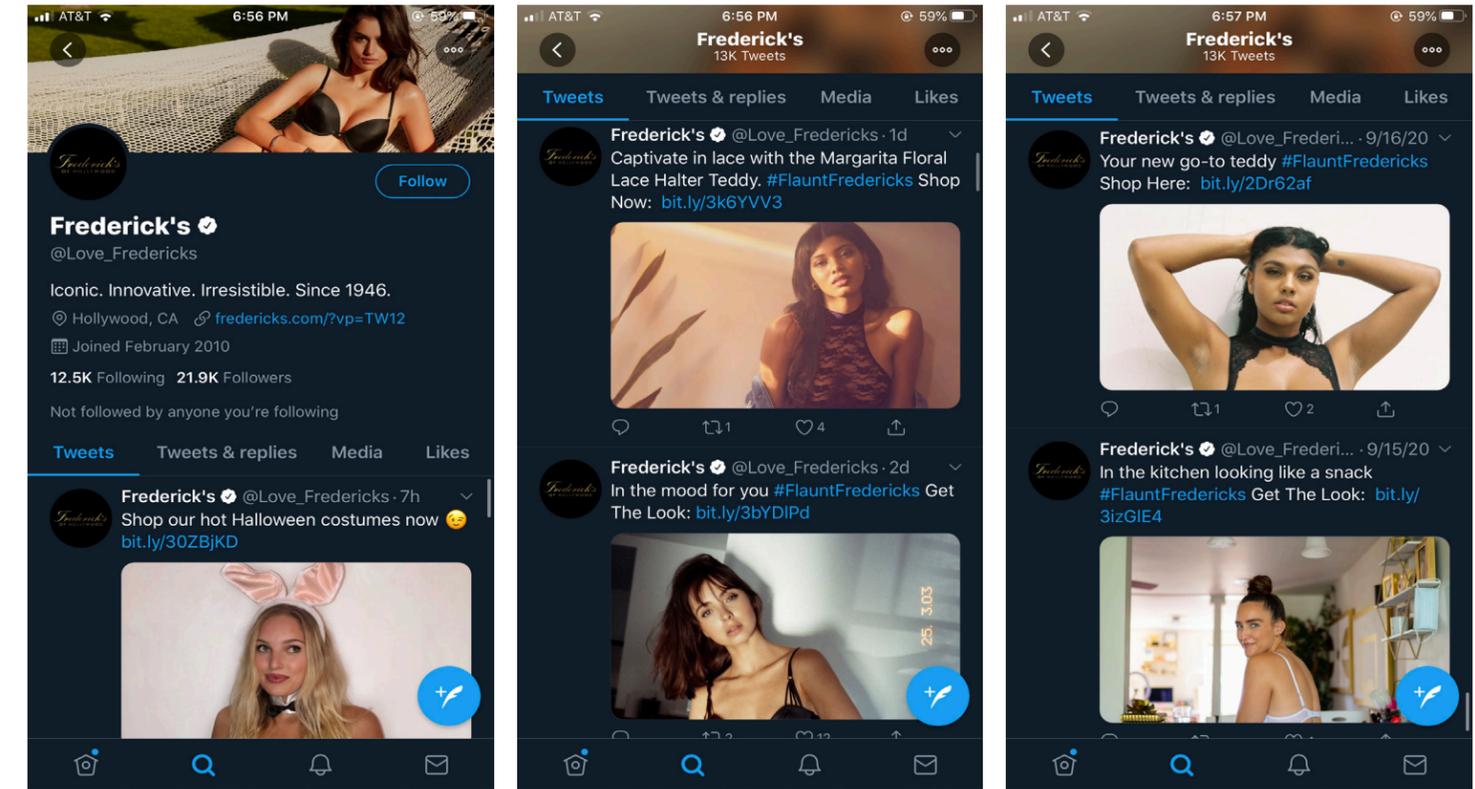
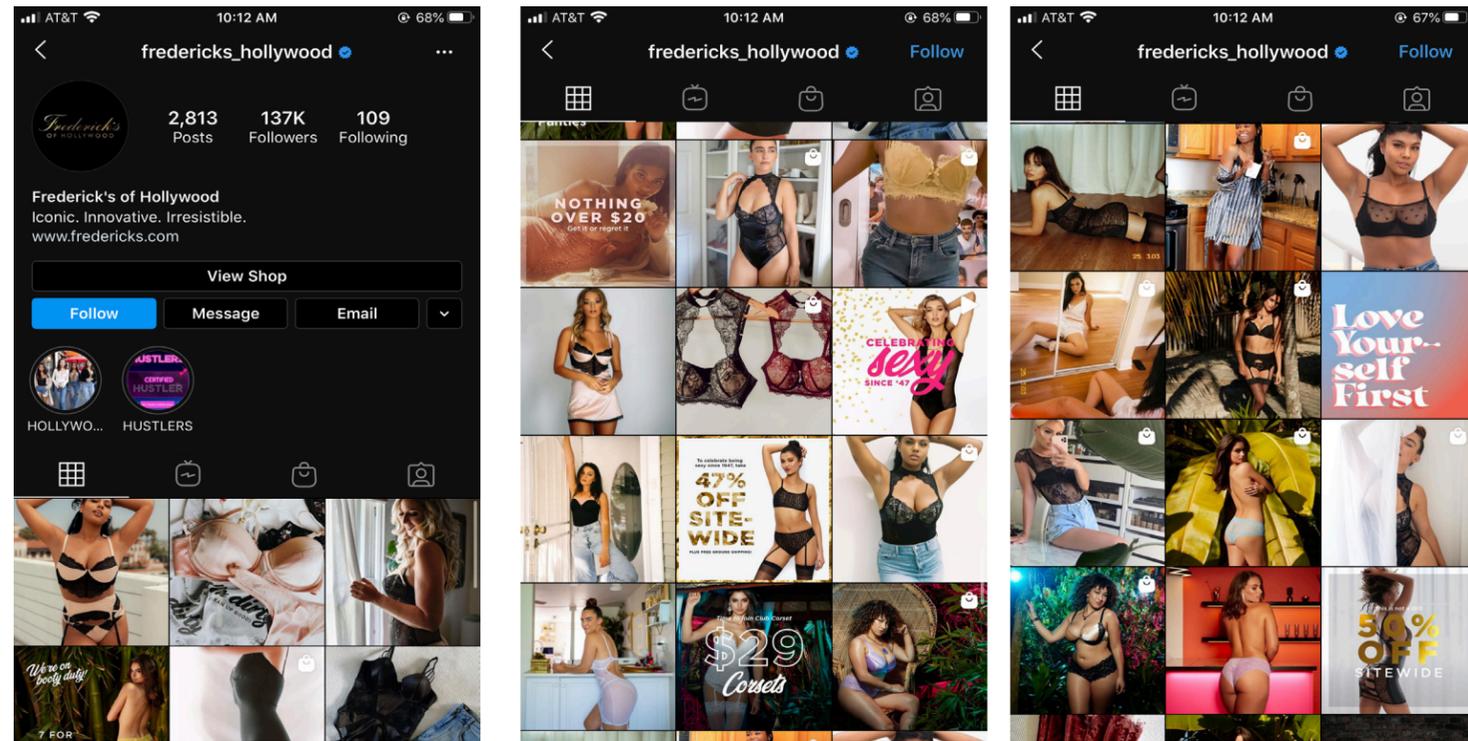
FILTER



Fredricks website is in conjunction with their brand colors and images used in their social medias. They have easy filtering for their customers to find exactly what their looking for. As far as the product images, they have a variety of different shaped models wearing their lingere which doesn't feel forced compared to other competitors.

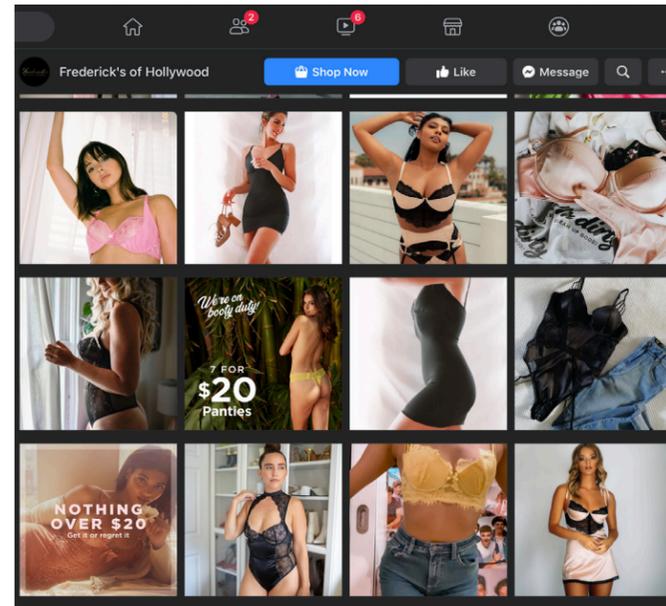
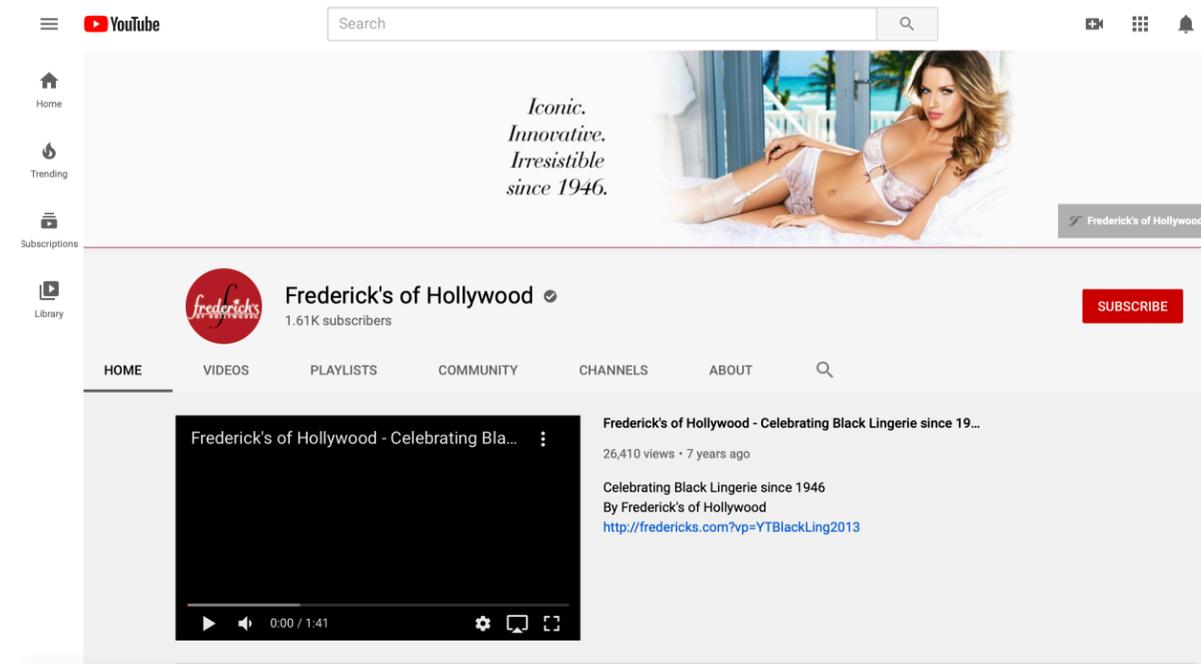
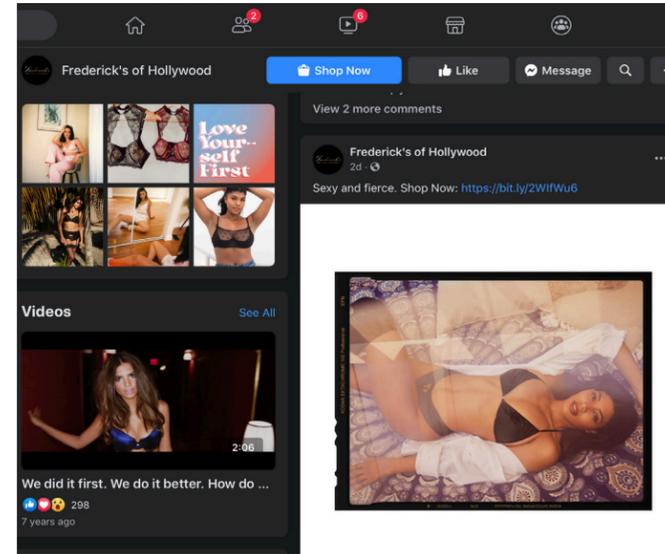
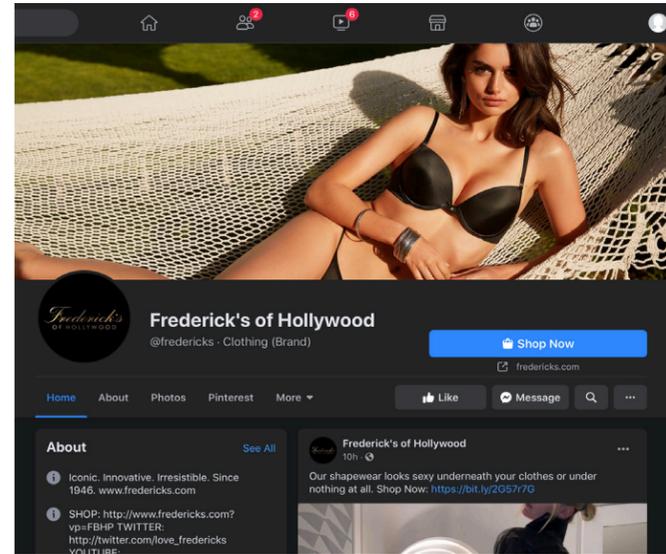
One issue major issue with Fredrick's website is that there is no area where a potential customer can view their history and what they stand for. Most company websites have an "About Us" area that allow users to learn more about the brand and connect. With such a rich history, Fredrick's should utilize an area on their website to huamize their brand by including more information about themselves.

SOCIAL MEDIA



Fredrick's instagram feed seems consistent but as far as trying to find the account on social media it may takes a few searches to find due to their username. This effects the friendliness of the brand, which can ultimately effects the user's impression.

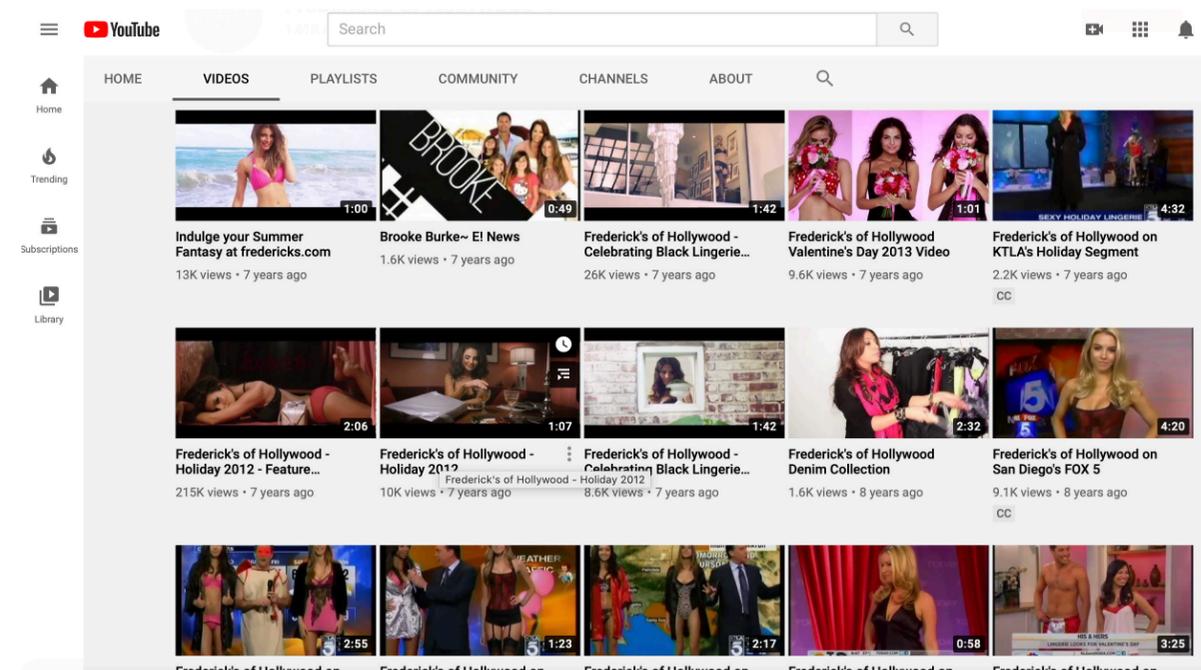
Fredrick's Twitter mainly just reposts pictures from their Instagram. Other than that, there is little interaction between the brand and it's customers. Twitter is a social networking service on which users post and interact with "tweets". For Fredrick's to stay more up to date they need to use this platform more accordingly to reach their target audience.



Fredrick's active social media includes Instagram, Twitter, and Facebook. As far as what is being posted, the images that are used are generally the same. Fredrick's seems to get much more attention and interaction on Instagram, however on Facebook they get less attention and fewer interactions. One notable aspect on their Facebook account is their comments. The average post receives 1-3 comments compared to Instagram which averages around 10-15. The comments on Facebook interactions are normally unrelated to their posts or even negative, such as "Why does this lingerie set look so cheaply made?" or "What is this model even wearing?", which creates a bad first impression for new potential customers.



Fredrick's also has a youtube, which is linked on their socials. The account has been inactive for seven years and includes all of their old branding. The videos are mainly consist of advertisements and television appearances. Again, it seems as if Fredrick's doesn't update their social medias as they should, which causes inconsistency and confusion for their customers.



TARGET AUDIENCE

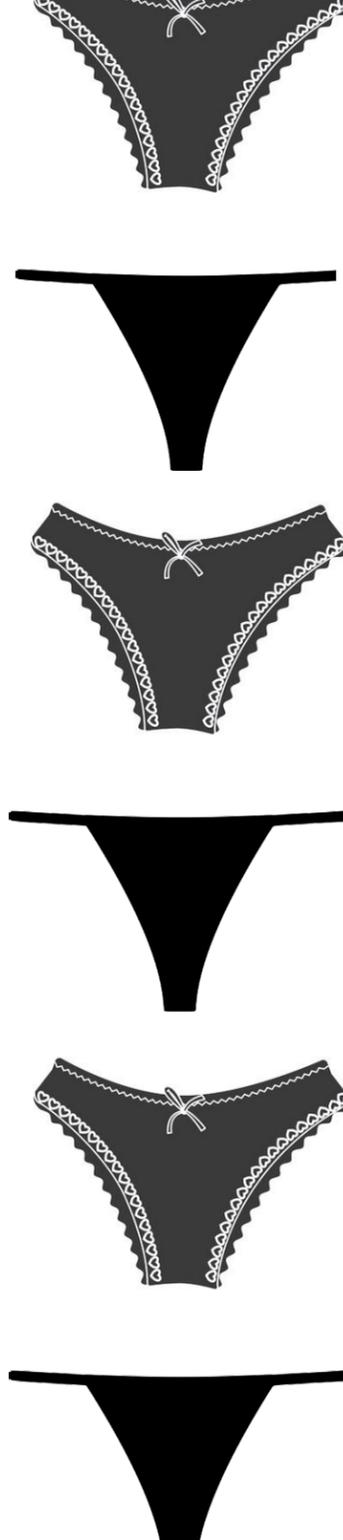
Target

Fredrick's has chosen a target audience of women aged eighteen to thirty-five to capture an ethnically diverse, trend-spotting, fashion-forward consumer group (HBS). They are trying to target a group of women, and men who have a steady yet somewhat unsteady income which is reflected in their product pricing. Estimated majority have graduated either through a highschool or college level.

Fredrick's customers have an average income estimated around \$26,312 to \$45,736.



The segment of age group 36 years & above dominated the intimate wear market in 2017 and is expected to retain its dominance throughout the forecast period, 2018-2025.



PERSONAS



Sara

Age: 21
 Gender: Female
 City: Philadelphia, PA
 Occupation: Waitress
 Income: \$20,280
 Language: English
 Marital Status: Never married
 Living Status: Lives with 2 female roommates
 Education: Highschool, Currently in college
 Goals: having fun while being young
 Hobbies / interests: going out, fashion, yoga
 Values:

- Honesty
- Open-mindedness
- Loyalty



Rachel

Age: 27
 Gender: Female
 City: Orlando, FL
 Occupation: Hair Stylist
 Income: \$28,730
 Marital Status: Married
 Language: English, Spanish
 Living Status: Lives with her Husband
 Education: High school, Beauty school
 Goals: finding time for self-care
 Hobbies/ Interests: going on dates, painting
 Values:

- Dependency
- Respect
- Consistency

SWOT ASSESSMENT



Strengths

- Affordability
- Sex-Positive
- Deep history in the lingerie business
- Versatile lingerie products compared to other brands
- Updated Social Media (instagram)

Weaknesses

- Online-Only (no in-store experience)
- Out-dated brand logo
- Inconsistent brand image throughout company history
- Loose Target Audience
- Weak advertisements

Opportunities

- Update Logo / Brand Image
- Target a more specific audience
- Integrate more daily wear undergarments to widen market
- Embrace and Capitalize on their history
- Embrace sex-positivity
- Restart their catalogs to advertise their website to gain more sales

Threats

- Possibility of bankruptcy again due to the competitive market of lingerie / underwear
- Current trends that are already being taken advantage of by other lingerie companies
- Customers feeling untrusting of the company due to inconsistency

COMPETITIVE ANALYSIS

VICTORIA'S SECRET

Top competitor in the market*

Victoria's Secret is a designer and manufacturer of women's under garments and lingerie. The company also owns a line of makeup and cosmetics. Victoria's Secret is one of the top leading American lingerie retailers that is globally recognized for their provocative aesthetic, iconic fashion shows, and supermodel endorsements.

SWOT Assessment

Strengths

- Strong Brand image / presence
- Celebrity / model ambassadors
- Victoria's Secret Fashion Show which is showcased in leading fashion magazines (good advertisement)
- Consistent branding
- Largest global lingerie retail brand

Weaknesses

- Brand image focused on a specific body type
- Lack of adaptability
- Product size ranges
- Relatively high pricing
- Limited success outside core business
- The company has not been able to tackle the challenges presented by the new entrants

Opportunities

- Global use of technology to increase brand presence worldwide
- Marketing targeted towards influencers on social media
- Introduce regular / plus-sized models in advertisements

Threats

- Most of Victoria's Secret's sales are through outlets / they don't have as strong of an online presence as other competitors
- As the company is operating in numerous countries it is exposed to currency fluctuations
- Intense competition
- Niche lingerie brands

COMPETITIVE ANALYSIS

Agent Provocateur

Top high-end competitor in the market*

Agent Provocateur is a leading British lingerie company that originated in Soho, London around the 90s. Provocateur is a global brand, known for a provocative attitude, updated designs, and a playfulness. The brand is considered high end has high quality associations among their customers.

SWOT Assessment

Strengths

- Strong customer loyalty
- Celebrity / model endorsements
- Female empowerment
- High quality associations
- Interesting lingerie designs

Weaknesses

- Weak online marketing
- Limited accessibility as far as an in-store experience
- Weak differentiation from other lingerie brands
- Relatively high pricing for lingerie sets

Opportunities

- Create opportunities for a larger target market / open up to more demographics
- International Expansion
- Increase variety of advertisements
- More frequent social media campaigns

Threats

- Lingerie companies with lower pricing
- Similar brands that are central in the United States
- Inability to stand out against other brands

COMPETITIVE ANALYSIS



Top competitor in the market*

Savage X Fenty is a recently new lingerie brand that emerged in 2018 by Rihanna. They offer products ranging from everyday basics to more provocative pieces. Savage X Fenty is marketed as “lingerie for your every mood” and values variety. The brand is highly inclusive and trendy in the current lingerie market. Savage x Fenty is growing fast as they are recently offering monthly VIP boxes and launched their first fashion show in October 2020.

SWOT Assessment

Strengths

- Strong personal influence from founder (Rihanna)
- Use of pop-up stores which create excitement and encourage sales due to limited availability
- Collaborative brand
- Active social media with high levels of consumer interaction
- Fashion forward

Weaknesses

- Fairly new to the market
- Trendiness which could affect the longevity of the brand
- Over-influenced by social media influencers

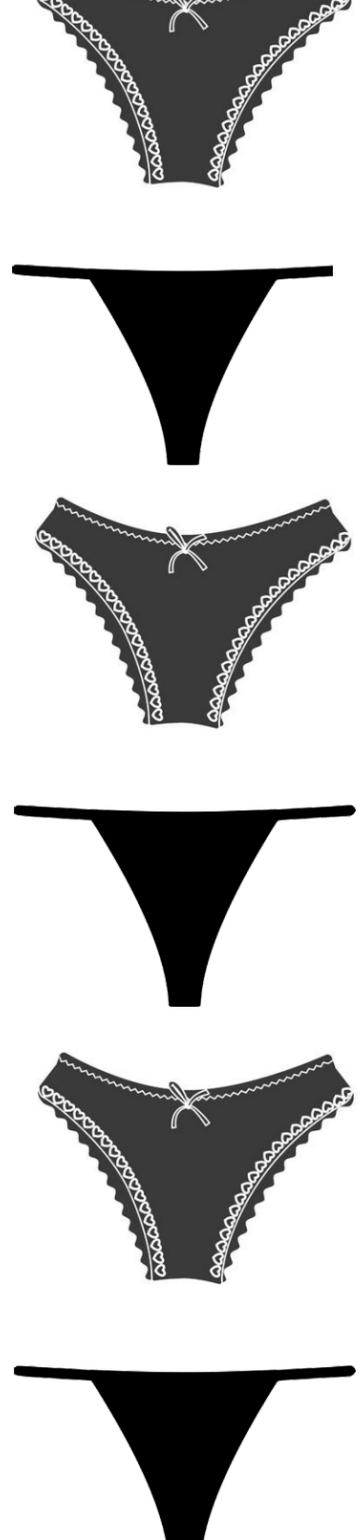
Opportunities

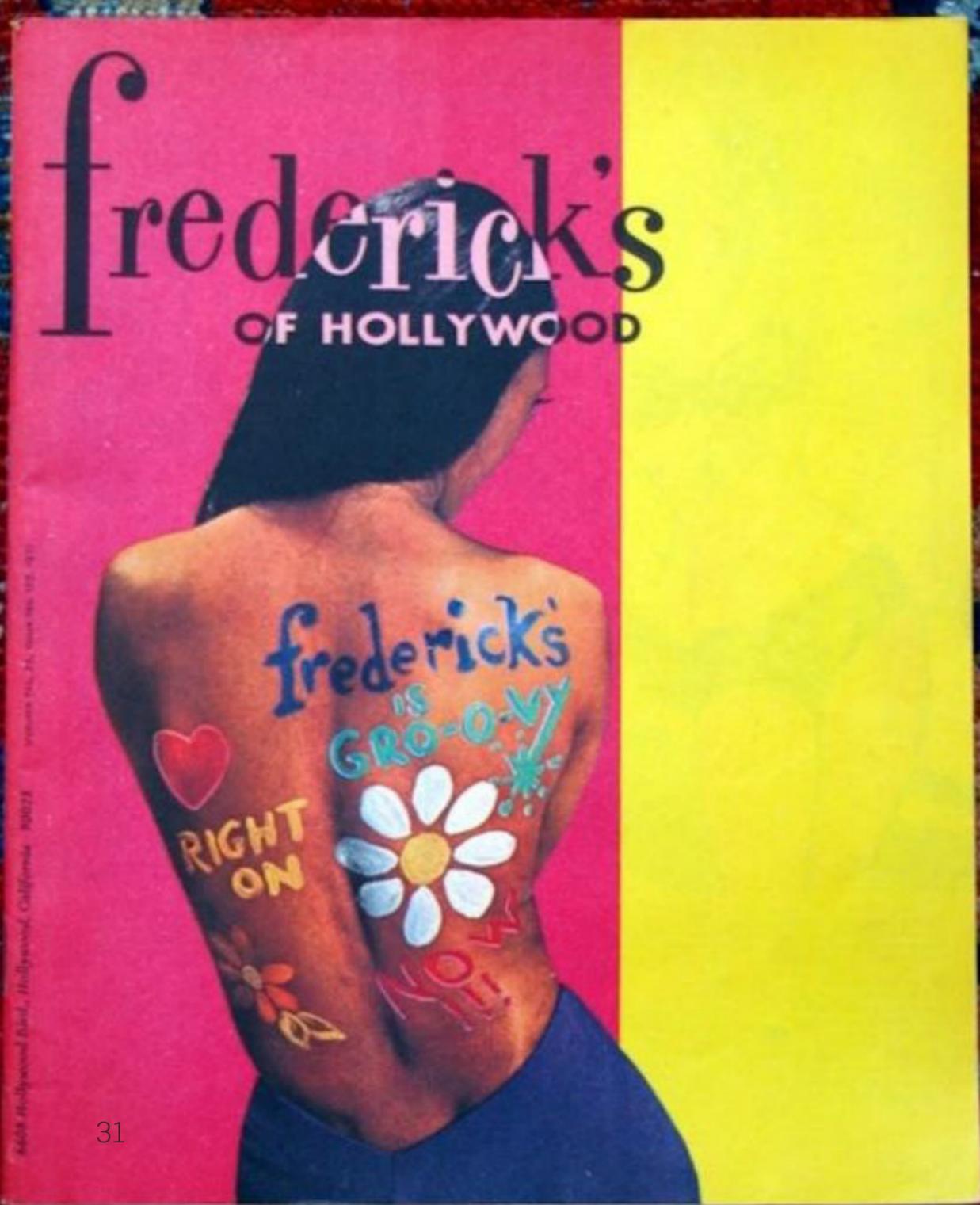
- Establish brand image further
- Gain a greater market share in emerging economies
- Exposure through different advertisements and present products during fashion weeks

Threats

- Highly competitive market for a new brand
- Scandals that are targeted at the founder will affect brand image
- Loss of founder’s influence during expansion

POSITIONING





Wear Frederick's Padded Push-Up Bras!

NEW! Hollywood PROFILE BRA captures high-curve cleavage!

#111 HOLLYWOOD PROFILE
 Introduced to the public for the first time! For you who have dreamed of heaven-sent cleavage and youthful pointed uplift—but never found it—Frederick spent two years designing the PROFILE bra that will do both! The small bust—natural bust—the wide bust—all obey the gentle persuasion from the wide bust—all obey the gentle persuasion from the magic “IN-UP” angle pad which is built into the bust section from the side, coaxing the bust to high rise cleavage never before possible. \$5.00

This is you! No-cut wide set straps. Low, deep plunge. Light flat wiring. Wear as halter. fine Elastic. Pushes IN from here. The magic IN-UP Angle Pad. Pushes UP from here. For Glamorous Cleavage and uplift.

OUT OF THIN AIR!
 Bosom Beauty, INFLATABLE PADS.
 Inflatible Inserts . . . add inches without padding. Looks natural and is foolproof!

#147 AIR BORNE
 Inflatible plastic inserts give any size bust you want its wonder! Foolproof! Its amazing new strapless embedded nylon net bra gives you beautiful curves with just air alone! Elastic sides, back. White only. Sizes 32 to 36, A or B-cup. \$5.95

#148 CURVES TO ORDER
 New and improved inflatible bra! The inflatible inserts fit into nylon crepe cups. In seconds you have just the rounded curves you wish. So natural, so easy, so lovely! White only. Sizes 32 to 36, A or B-cup. \$3.95

#111 FASHION KEY
 of most for new styles fashions! You'll look high and low and never find a long line that will give you the hi-bosom glamour and hi-down control of this exquisite padded shell and wired undercup for high support and cleavage. Five-way shoulder strap, low back. Nylon power net elastic side panels blend into satin front inserts and nylon lace center panel. Lacy French bra rim. White only. Sizes 32 to 36, A. \$10.95 34 to 38, B.

#115 PARIS PERFECT
 Copy of a French sensation! In line embroidered bustline with deep wired, plunge neck to wear with low-cut costumes, lightly padded. Looks like you're wearing nothing at all! Firm elastic inserts. White only. Sizes 32 to 36, A; 32 to 38, B-cup. \$10.95

#116 VANISHING ACT
 Nylon all-in-one dips 1 1/2" below waist to absorb inches from thighs, buttocks, hips and tummy! Lightly boned and side-stuffed for smooth lines under sheaths. Underwired 36 cups are fully padded. White only. Sizes 32 to 36, A; 32 to 38, B. \$15.00

#149 CURVE CAPTURE
 Fashion-for-the-nylon bra has attached-in padding of NEW foam material that resists heat, light, water, sun and oil. Wears alone forever . . . washes in hot water. Really a marvelous buy! Black or White. Sizes 32 to 36, A or B-cup. It's just \$3.50

#150 Same as #149 but in cotton. White. Sizes 32 to 36, A or B-cup. \$3.50

frederick's OF HOLLYWOOD

PREVIEW ISSUE — 1961
 Volume 25 Issue 61

SECRET SAVINGS

SURVEY RESULTS

What do you look for when shopping for lingerie?

For my survey I wanted to focus on what people valued the most when shopping for their lingerie. I surveyed four people within Fredrick's target audience and asked on what they look for the most when shopping for lingerie products.

Hayley, 21 (Female)

“Being a broke college student, I always look for the price first. If it looks cute and the price isn't too high, I'll decide to buy.”

Gabrielle, 27 (Female)

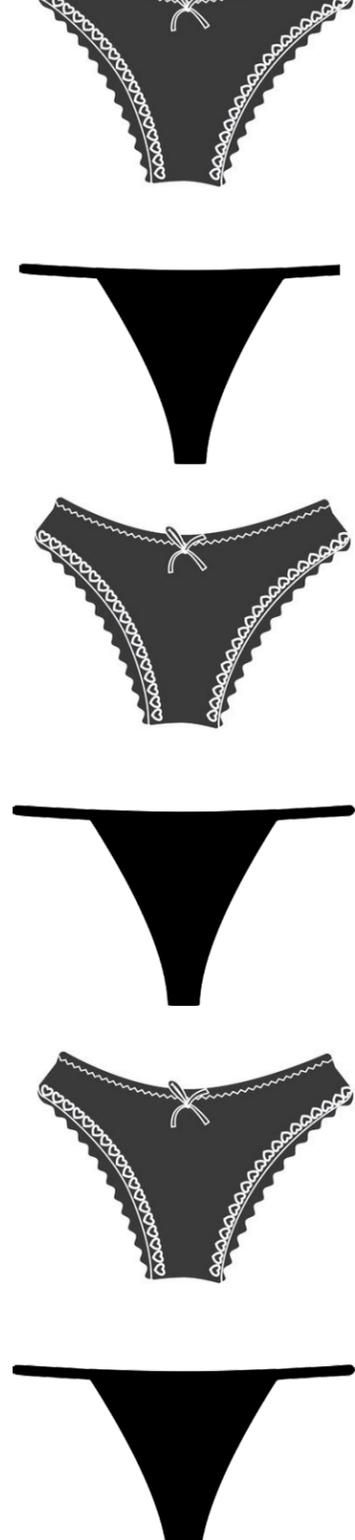
“For me it really just depends if I think it will make me look better. I like for the lingerie that I buy to last and have a high quality. I don't want to look cheap!”

Katie, 22 (Female)

“I don't shop for lingerie too often but when I do, I try to find something that unexpected and out of the ordinary. Nothing too basic.”

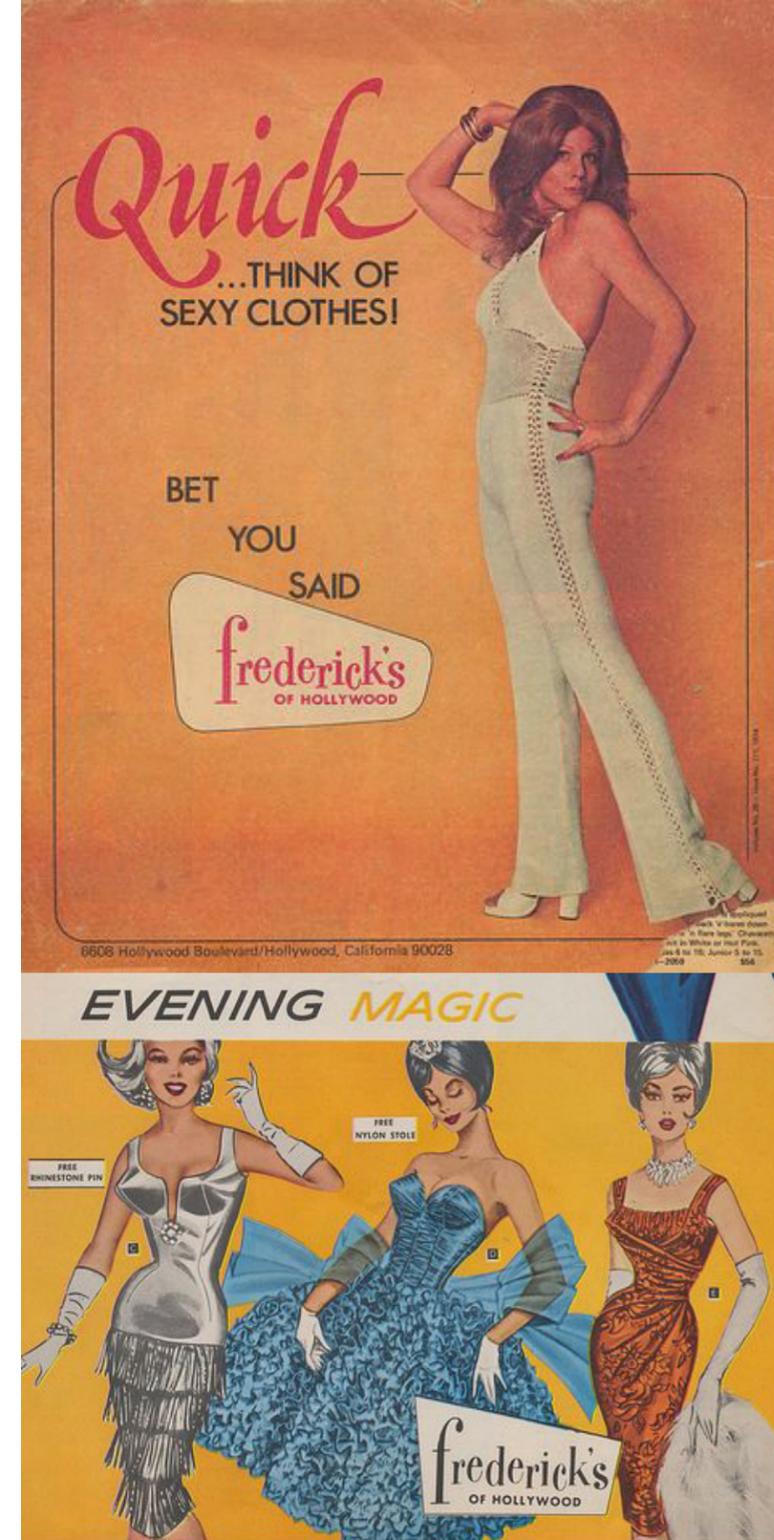
Macy, 19 (Female)

“I like to look for pieces that fit my style and are on trend.”



CONCLUSION

In conclusion, Fredrick's of Hollywood is having trouble with maintaining their relationship with their customers. They used to be one of the top retailers but was unable to sustain themselves due to inconsistency within their brand which led them to being considered out dated by their audience. Fredrick's has such a great history, yet they don't advertise any of their past accomplishments. Also, their logo and brand image seems to change too frequently. How are people supposed to feel trusting and connected if they can't recognize the brand? Since re-launching to a website-only store, they are lacking proper advertising that differentiates them from their competitors in the lingerie business. Fredrick's wants to represent Hollywood glamor but in contrast to their look and feel, the brand has made a reputation for being cheap with low quality products.



BRAND STRATEGY

My brand strategy is to allow Fredrick's to present themselves as more consistent and honest towards their customers. Fredrick's is deeply rooted in the history of lingerie in the U.S, I believe that Fredrick's can really capitalize on their history within the lingerie industry. They invented the first push-up bra! Why not advertise it? With so many smaller, niche lingerie companies emerging, I think that it is highly crucial for Fredrick's to use their brand to do something different. The current essence of the brand is too predictable and has lost touch with their identity. My plan is to draw inspiration from their old catalogs and to relaunch themselves in a way to get customers more excited to purchase online. Fredrick's also needs to change their logo to correctly represent their current values and products.

Get That **MODEL** Figure!

I've learned the secret of magic cleavage, through my introduction to those fabulous Fredrick's bras! **CHERIE FOSTER** Top Fashion Model

Just wouldn't be me without my Fredrick's shape-up bra! I've got that model bosom now! **CAROL HOLLAND** new Leading Model!

CONTOUR CUPS LOW BACK! 2 FOR \$5.99

CONTROL KIPS, TIGHTS \$3.99

SPECIAL HIDDEN BUILT-IN CUPS, PUSH-UP HERE! 2 FOR \$5.99

NO SEAM HELANCA CUPS \$3.99

#8910 VENUS Your bosom will rise like a goddess above the foam when you slip on this padded, prettiest! Daily, stitched, embroidered cups have secret plastic foam underneath to bring out the fullest you. Cotton and rubber, acetate elastic back. Nylon cup. Straps adjust to off-shoulder position. White. Size: 32 to 36A. 2 FOR \$5.99

#2374 THE SPORTING KIND Get that sweater girl figure and keep it while on the sport scene... lowering, gaffing or taming! Embrace luscious curves in the gentle curves of our polyfoam padded bra, that urges up-and-up! Cotton ballies sides, fine edge has attached to maintain in Place! panel. White only. Size: 32 to 36, A & B cups. \$3.95

#3376 FASHION POINTERS Do we have to tell you by hand in this sensational long-line bra? Not at this price! Run to it for that uplifted pointed "outlook" look! Nylon, lower cup with lace. Nylon Marquise! Straps, Underwire! For security, Nylon front panels, lace trimmed, lined through. Acetate Cotton and Rubber side elastic. Nylon lined back. Four detachable garters. White. Size: 32 to 36, B cup; 32 to 40, C cup. \$7.99

#3488 PRINTY Stretched, 8-section cup comes right out and helps you UP front. Acetate satin overlay urges you to the point. Cotton and acetate. Two cups keep you separate. White. Size: 32 to 36 A, 32 to 38 B and C. 2 FOR \$5.99

#5370 HALF MOON A half moon lace bandeau bra that curves around you in the seductive European style. Nylon, lower cup with lace. Nylon Marquise! Straps, Underwire! For security, Nylon front panels, lace trimmed, lined through. Acetate Cotton and Rubber side elastic. Nylon lined back. Four detachable garters. White. Size: 32 to 36, B & C cups. \$3.99

#5372 CONFIDENTIAL Never a whisper from us how you got that voluptuous bustline... but you can thank your lucky stars for the best in Lingerie that stretches and adjusts to your best contours! Demi-cup plunge front, 2-section cups, the top separated in Nylon eye lace. White. Nylon Acetate. Polyester Garters. Size: 32 to 36, B & C cups. \$3.99

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REVERSIBLE WEAR SOLID BLACK OR BRILLIANT PRINTS! \$7.99

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FREE! SUNGLASSES!

Don't Miss Page 6

frederick's OF HOLLYWOOD

On wings of spring fashion!

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