

MEN'S INNERWEAR · INDIA

183 live ads. One shared shame.

Three brands. Three answers. **One accidental winner** that ignored all of them.

The undershirt isn't the product. It's the accusation.

“A banyan humbling me wasn't on my 2026 bingo list.”

23,294

ENGAGEMENTS

“Stop wearing vests if they look like this.”

3,978

ENGAGEMENTS

“You're officially a millennial if you're still wearing one of these.”

1,473

ENGAGEMENTS

Same anxiety. Three different products.

ERASE IT

XYXX

2,287 live creatives

"No seams, no evidence, it just disappears."

Hide the garment

CORRECT IT

DaMENSCH

291 live creatives

"Your outfit might not be bad. Your base layer probably is."

Reshape the body

REFUSE IT

Bummer

23 live creatives

"Slow, easy, breathable, and unbothered."

Deny the anxiety

“No seams,
no evidence,
it just disappears.”

A creator on the XYXX Invisible Vest · 23,294 engagements

Evidence implies a crime. The category's best-selling promise isn't comfort. It's **concealment**.

One film didn't fix the shame. It made it ridiculous.

87%

of all engagement across the **69 videos** we transcribed landed on a single film.

55×

the next best of the 69

₹0

no price, no code, no CTA

Three things a discount can't buy.

15,649

COMMENTS

Women showed men an experience. Men found it absurd. Both tagged someone.

90s

BEFORE THE
PRODUCT

The vest was the punchline, not the interruption.

4

WORD CAPTION

“Would you live in this world?” An argument, not an offer.

Specs only work welded to a feeling.

SPEC AS GRIEVANCE

"A cotton vest gives you a bacon neck in 7 washes."

5,840

40,223 followers

SPEC AS DESCRIPTION

"That's the silk-like sheen mercerised polos are known for."

99

121,603 followers

Same brand. **3× the audience, 1.7% of the engagement.**

Across all 69, follower count explained just **7%** of the result.

Nobody is selling dignity.

Erase it, correct it, refuse it — all three treat the man as a problem. The winner treated him as someone with a sense of humour.

183

live ads read

69

films transcribed

₹0

ad account access

Which feeling is your category selling — and did anyone choose it?

Public data only. 100 XYXX creatives, 60 DaMENSCH, 23 Bummer from Meta's Ad Library; 69 XYXX creator films, Nov 2025-Aug 2026. Engagement = likes + 3×comments. Figures describe what we read, not full accounts.