

TRIUMPH LINGERIE AUSTRALIA

SCIENCE OF CONFIDENCE: STUDY MAPS MOST EMPOWERING MUSIC THROUGH THE DECADES

With Spotify Wrapped and Triple J's Hottest 100 now behind us, Triumph Lingerie has analysed over 8,000 songs using Spotify data to create '[The Confidence Playlist](#)' to keep us going through the rest of summer.

The campaign analysed tracks using key metrics including energy, valence (musical positiveness), danceability, and song key to generate a unique 'Confidence Score' for each track. This data-driven approach identified the most empowering songs from the 1970s through to today.

Analysis of the top 25 tracks reveals compelling patterns in confidence-boosting music. Modern releases perform exceptionally well, with Charli XCX's 'Apple' (2024) achieving the highest confidence score of 91.3, perfect timing as she gears up for her Australian Laneway Festival headliner performances this month.

Stand-out tracks across the decades include:

- 1970s: "Mamma Mia" by ABBA (Confidence Score: 78.3)
- 1980s: "Walking on Sunshine" by Katrina and The Waves (Confidence Score: 81.8)
- 1990s: "Wannabe" by Spice Girls (Confidence Score: 84.6)
- 2000s: "Hey Ya!" by Outkast (Confidence Score: 89.8)
- 2010s: "What Makes You Beautiful" by One Direction (Confidence Score: 81.3)
- 2020s: "Levitating" by Dua Lipa (Confidence Score: 82.7)

Music has a proven impact on our confidence and self-expression, with research showing it can increase dopamine levels and trigger physical sensations associated with empowerment. Using this scientific foundation, Triumph has created a series of decade-specific playlists designed to boost confidence and celebrate individuality.

Expert Confidence Coach Commentary:

[Sarah Tombs](#), Global Calm & Confidence Coach explains that confidence is a learnable skill rather than an innate trait. "Confidence isn't about being bold or brash—it's about feeling truly at ease in our own skin. Music is a powerful ally for building confidence. The right tempo or lyric can immediately lift our spirits, ground us in the present, connect us with our inner strength and empower us to face challenges with unshakable energy," says Tombs.

"Whilst confidence naturally varies across different aspects of our lives, we can intentionally build it through small daily actions, including creating the right environment through music that uplifts and empowers us."

The Confidence Playlist collection is available now on Spotify, with curated collections for each decade from the 70s to today. Each playlist showcases the 25 highest-scoring songs from its era, with tracks selected based on their proven ability to boost confidence through energy, rhythm, and emotional impact.

For the complete research findings & methodology, decade-by-decade playlist analysis, and to discover your perfect confidence-boosting soundtrack, visit: <https://au.triumph.com/blogs/community/the-confidence-playlist>

About Triumph

We are the Triumph Group, a family owned business, designing lingerie since 1886. Through our innovative brands, we craft comfort and quality - all day long, all life long. For over 135 years, Triumph has been synonymous with quality and fit, combining technical expertise with a deep understanding of women's needs. The brand stays true to its founding values while striving for a world where every woman can embrace her individuality.

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