

Genderless Fashion

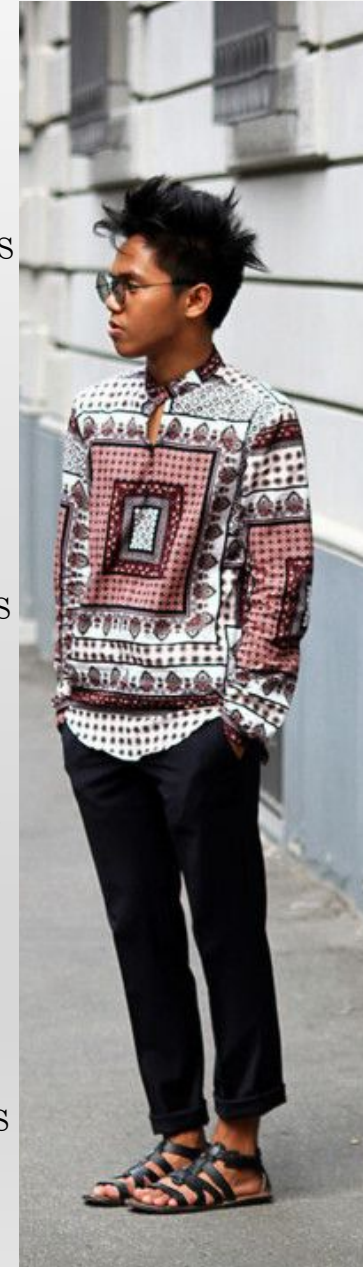
UNGENDERED



Genderless fashion is moving out of the periphery and into the mainstream spotlight. Up-and-coming young celebs and style bloggers are making their mark in fashion by ignoring the old rules. Street style has been playing with clothing fit-blurring the lines between what is traditionally male or female. Baggy fits and distressing are highly popular hallmarks of modern street style for all genders.



Just as women are embracing masculine style, men are experimenting with feminine style trends as well. Soft colors, blouses, skirts and handbags are all over men's fashion runways in recent seasons. It is far more common for young girls and women to wear men's clothes, and this is noticeably more acceptable in our social environment than men wearing women's clothing. This topic is highly interesting, especially when the current fashion trend is moving toward genderless apparel.



The genderless fashion trend is highly interesting to observe from a sociological perspective because it is reflective of the shifting social attitude toward the traditional binary gender system, and the expected behaviors that go along with it. Releasing clothing from the confines of 'men's' and 'women's' labels allows individuals to freely use fashion as a form of self-expression, without the hoop-jumping.

Fashion in Gender Socialization ▼

“I’m going to take most of the blows for my fellow MSFTS. So, you know, in five years when a kid goes to school wearing a skirt, he won’t get beat up and kids won’t get mad at him. It just doesn’t matter. I’m taking the brunt of it so that later on, my kids and the next generations of kids will all think that certain things are normal that weren’t expected before my time.” Jaden Smith



Mainstream brands like H&M, Zara, and Guess are releasing lines meant to be worn by all genders. Pieces are released in a variety of sizes to fit varying body types, rather than designing pieces specifically for men or women.

Fashion has NO GENDER

Gender in Childhood Identity ▲

Color, fit, and functionality are all factors in choosing clothing. No color, fit, or function is inherently gendered. Removing the stigma from clothing starting in childhood would further normalize freedom of choice in clothing without the binary gender system.

An individual has the ability to choose their apparel from an early age, on this basis I would argue that fashion is a critical part of gender socialization. Aside from the fact that stores most frequently separate clothing into binary gender sections, there is a big social divide in our culture between the genders.



Children's clothing brands are moving into the genderless scape as well. One brand in particular, M ê me, focuses on a minimalistic and gender neutral design scheme that ensures timeless style for even the youngest consumers.

Images from M ê me & Gardner and the Gang