

Gender-neutral fashion

1. Motivation behind Research Paper

I explored the theme of gender issues. My interest in this topic was motivated by my knowledge of the person Coco Chanel. Coco Chanel was the founder of the high fashion brand Chanel in France. In 1910, she opened a store in Paris specializing in hats called Chanel Mode. From there, she developed a wide range of products, including clothing, shoes, jewelry, bags, fabrics, watches and other accessories, and cosmetics. I became interested in gender issues after watching the film *Coco Avant Chanel* about Coco Chanel, the founder of such a brand. The film shows the beginning of her life. The film tells the story of how she was born and how she began to make clothes. She preferred simple, functional clothing, as opposed to the luxurious, generic clothing that was the norm at the time. She was the first to step into a male-dominated society by creating a new way of dressing for the modern woman. I became interested in the relationship between fashion and gender when I saw a fashion style that broke down the concept of what a woman should be.

2. Introduction

Today's fashion market is divided into men's and women's categories. We investigated what problems actually exist for those who want to enjoy genderless fashion but are resistant to it.

We conducted a survey of online articles about fashion to find out what issues we have in the fashion industry. Clothes are separated for men and women. According to research by CCC Marketing, when asked about difficulties in buying products, the overwhelming majority of respondents (29.6%) felt uncomfortable that the fashion sales floor is divided by gender although only 15.3% answered that they think it difficult to find clothes of an exact size. This is considered to be a reason to make it difficult to enter stores or to try on clothes. These results led me to believe that if the sales floor is divided into male and female sections, it may be difficult for shoppers to purchase products because they are concerned about the eyes of those around them.

The data collected for this research paper was obtained from CCC Marketing and other online sources.

3. Results and Analysis

Recently, the coronavirus has grown the online shopping industry. So it is now possible to buy the clothes you want to wear anywhere without going to a store. As a result, apparel companies have developed a series of genderless products that can be worn regardless of gender. In addition, gender discrimination in fashion preferences is disappearing. I believe that we can create a genderless society using social networking services in order to spread genderless fashion more widely. Genderless refers to the idea of eliminating the boundaries of gender, which represents socially and culturally required sex differences. In other words, it means eliminating distinctions such as masculinity and femininity that are recognized in society.

Genderlessness is also related to gender identity and gender expression. Gender identity refers to how one perceives one's own gender and gender expression refers to how one expresses one's gender through appearance and behavior. It is based on a genderless perspective that eliminates socially positioned boundaries between men and women. Then there are cases in which the framework of male and female does not apply to gender identity and gender expression.

First, we looked at how much attention is being paid to it in the public eye to understand the current state of genderlessness. According to a survey conducted by the official Analyzer website, we looked at the number of web articles related to "genderless" published over a one-year period (March 2021-February 2022). It was found to be on a gradual upward trend. It was found that genderless is a highly topical word in web articles. Next, I analyzed the information obtained from my fieldwork based on the web article ELLEgirl. I then decided to do a literature review on genderless fashion, focusing on fashion, which is what sparked my interest.

First, let me introduce genderless fashion. This means coordination that can be enjoyed regardless of gender, in which the boundaries of gender are blurred, and in which gender is not clearly determined. This has become standard fashion, mainly among overseas celebrities. This is what the public calls "neutral" clothing. This article will explain the photos introducing the fashion based on the social networking transmissions of celebrities around the world who enjoy it. The representative of genderless fashion is Harry Styles. He said, "It doesn't matter if the clothes I wear are women's or men's." Another example is Billie Eilish. She was obsessed with "oversized style" combining loose items and fashion that hid her body line. She says

that she is free from stereotypical femininity and does not want “anyone to tell me if I am slim or not slim or what shape I am in.” In Korea, Felix is a member of the idol group, Stray Kids. He also has painted nails and trendy makeup that people want to copy regardless of gender. Another person is Jin, who is active in the idol group BTS. He also talked about being “too fashionable” for the genderless outfit he showed in the teaser visual for BTS's new song Butter. We then looked at how big an influence is exerted by social networking by celebrities. According to the Mobile & Social Media Monthly Fixed Point Survey, conducted every month with responses from 1,100 men and women aged 17-69, Instagram has grown significantly in terms of services frequently used to gather fashion information, with 29.4% of respondents selecting “trendy fashion information” and 27.1% selecting “fashion information that can be used as social networking material.” In addition, “fashion information that is different from others,” “fashion information that suits me,” and “information on coordination” were also found to be looked up on Instagram.

The 942 respondents who use smartphones for private use were overwhelmingly using Google as their “most frequently used service for gathering information,” while Instagram was the most frequently used service for gathering fashion information, indicating that social networking has a large influence on the spread of genderless fashion. We therefore considered the influence of social networking sites to be significant in propagating genderless fashion.

4. Conclusion and Future Problems

The results of this survey show that genderless fashion is spreading through social networking sites. However, genderless fashion is not yet widespread in Japan.

I thought it would be a good opportunity for famous artists and idols to show interest in communicating themselves on social networking sites by incorporating genderless fashion into their clothes and outfits. I also thought that some people might want to imitate their outfits. I thought it would be easy for people who are interested in genderless fashion to try it by introducing the brand and URL of the clothes they are wearing to those who are interested in genderless fashion or those who are interested in it through communication. I thought that incorporating genderless fashion into teaser visuals, as BTS did, would attract the attention of more people.

5. Reflection

I thought about what I can do about the question of how we can create a genderless society using social networking sites. First of all, I have to be interested in and understand gender equality. Next, I thought it was important to let people close to me know about the idea of a genderless society. In order to do so, I think it is important to overturn the stereotypes of what it means to be a man or a woman, and to allow each individual to live a free life without being conscious of gender. I thought about what I could do to help. The first step is to become interested in and understand gender equality. Next, I thought it was important to let those close to me know the idea of genderlessness. In order to do so, I thought it would be possible to overturn the stereotypes of what it means to be a man or a woman, and allow each individual to live a free life without being conscious of gender. I would also like people to enjoy wearing whatever they want, regardless of whether it is genderless or not. Coco Chanel's famous quote, "Beauty begins when you decide to be you," made me wonder if valuing one's own identity would enrich one's life.

6. Work Cited

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