THE FOURTH WAVERS

MONKL

TARGET GROUP & TREND BOOK
THE TREND
Feminism

[fem·i·nism] (noun)

the advocacy of women’s rights on the ground of the equality of the sexes.

Feminism has its roots in the 19th century. It was the first time women stood up for the inequality between men and women, and considered topics such as marriage, labor, voting and property rights. Today, we know this movement as the first wave of feminism.

Throughout the century, more waves followed, each with a different focus. The second wave was dedicated to sexuality and reproductive rights, the third wave evolved around equal pay and putting an end to violence towards women.
Today, in 2017, we are in the midst of the Fourth Wave. There are five features central to this wave.
1. QUEER & TRANS
More than ever before, queer and trans people are included in the movement. The fourth wave is more inclusive than ever and believes in equality for everyone.

2. SEX-POSITIVITY
Sex should be celebrated and nobody should feel ashamed of thinking, talking or practicing self-pleasure.

3. ANTI-MYSANDRISM
Unlike the attitude of the first wave, the Fourth Wave doesn’t imply hating or battling against men. It actually encourages men to take part in the movement.

4. BODY-POSITIVITY
It is time to discard every single body-ideal. The fourth wave is about embracing every shape, colour or other feature of your body.

5. DIGITAL
Finally, the Fourth Wave thanks it great impact to the digitally connected society. With the internet, the movement has an incredible reach and ability to form a worldwide movement. This also results in a wave that is more visual than ever before.
By default, brands and organizations tap into the trend in order to stay relevant to the Zeitgeist. Though the phenomenon feminism is often exploited by brands, turning it into a marketing trick or a scream for attention.

“Stop thinking that feminism is a brand or a trend. It’s not, it’s a way of being that embraces equality, without the need to have a brand hector us on how deodorant/washing powder/instant coffee is going to empower us.”

- Rachel Pashley, WARC

“Likes, shares and stories told in 140 characters are easily digestible, and a soft way to get adolescents, in particular, hooked on the movement – and, of course, your brand.”

- Amy Alexander, NPR
The Fourth Wavers are a group of opinionated, confident women. They are between 20 and 26 years old, are following a cultural/creative study or just started working in this field. Their hobbies include reading, visiting lectures to learn more about politics and culture, traveling and going for drinks with their friends. The Fourth Waver knows what she stands for and is not afraid to share her point of view with other people. She is a feminist in heart and soul and strives to pass this on to others.
FASHION STYLE
The Fourth Waver loves fashion and dresses as she feels. The one day, she’s wearing glitter socks and a tennis skirt, the other day it’s a big Champion sweater and Nike trainers. She loves mixing different styles in one outfit and construct her own personality through her clothing. When she’s dressing up and wonders if her outfit is too much, she’d say “fuck it” and walks out the door with her head high.

BUYING BEHAVIOR
The Fourth Waver is very aware of how the environment is deteriorating because of our consuming behavior. Since she refuses to contribute to this, she started eating less meat (or she’s become a vegetarian/vegan). She tries to buy less fast fashion, but her budget doesn’t always allow her to make the most sustainable and eco-friendly choices. Therefore, she often shops at vintage shops and goes to de IJhal-len for a big clothing-haul, without having to feel guilty.
ONLINE PRESENCE
The Fourth Waver is most active on Facebook and uses Instagram for inspiration. On Facebook, she aims to express her opinion and convince others from her point of view on the world. She often engages in discussions under posts; not to argue with others, but to try and make other people see the value of her opinion. She’s visually oriented and loves browsing Instagram for inspiration. She uses her own account as a gallery space for her own work, as she loves to create (visual) art.
MEET LYNN
Lynn is 22 years old, lives in Amsterdam and studies Cultural Anthropology at the UvA. She’s a third-year student and has a passion for her study, but often finds herself wandering off reading blogs such as De Correspondent and think pieces on i-D magazine. After her bachelor’s degree, she’s planning on traveling to Morocco to work in a educational center for young women.

On the perfect Friday night, she’ll go for Thai food with her friends, hit the bar and eventually end up in the club.

Lynn can’t stand injustice and will always raise her voice when she disagrees with someone. Some people find this a bit overwhelming, but she couldn’t care less. Especially when it comes to feminism and other social-political issues, she is ready to convince others and make them understand her point of view. She loves going to debates or lectures, and is always the first one to raise her hand when questions can be asked.

Lynn works part-time at a bar to save for her vacations. She’s the only female bartender, and she’s completely fine with that.

Lynn’s favourite reads are De Correspondent, Glamcult and think-pieces on i-D. She watches De Wereld Draait door and binge-watches VICELAND. She likes the rawness and honest portrayal of yout-culture of it. Her favourite shops are Episode and Urban Outfitters.
INSIGHTS

The Fourth Wavers are optimistic, ambitious ladies. Yet when it comes to feminism, they are dead serious and ready to defend their opinion.

- She wishes feminism would be educated more, spreading the word is not enough.

- The Fourth Waver thinks it is a good thing that feminism is being ‘hyped’, but disapproves how big brands use it without going into depth.

- At the moment, she doesn’t know any big brands she would consider an authentic feminist brand.

- She thinks Monki lacks depth when it comes to feminism. It seems staged, though there is a start.

- She expresses her opinion and exchanges thoughts on feminism through social media channels such as Facebook and Instagram.
“The challenge we’re facing now is to teach people feminism.”

- Jo-Ann de With
Fourth Waver
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