Step aside Mr. Men and Little Misses, because in our world where biology is not destiny, there is a new Mx. in town questioning the gender binary.

Fashion and branding graduate Travis Rice will be premiering his book inspired by Roger Hargreaves’ classic children’s series at the AMFI Transit graduation show on the 7th of July at the World Fashion Center. In connection to Q, his genderqueer fashion brand, Travis debuts a gender neutral character called Mx. Questioning. With the chosen title Mx., this delightful addition to the Mr. Men family introduces the vocabulary a new generation of non-binarists are adopting.

For Travis, education is key for children and adults alike. “I wanted an approachable entry-point to the concept of queerness. One that opens up a conversation about questioning modern conventions through a familiar story. Regardless of people’s opinions regarding this topic, the gender (r)evolution is happening and taking hold.”

Vice stated back in 2016 that over a third of Gen. Z’ers believe gender does not define a person. Written to exude Q’s mission of acceptance and celebrate diversity, Mx. Questioning gives gender neutrality the recognition and spotlight it deserves. “I’m not just queer for a season. Brands shouldn’t treat queerness like that, as a trend that will fade with time. This book helps to solidify the concept of gender neutrality into our modern colloquial.”

“I named my brand Q, as it’s only a letter not a label, where the opposite can be said of gender. Too often our lives are DICK-tated by the genitalia between our legs, rather than the brains between our ears.” Mx. Questioning addresses just that. So although full of questions, the book does provide some fulfilling answers.

Garnering attention to the topic of queerness and genderqueer fashion, Travis hopes this book will rally an audience to help launch Q. While we are not here to convert you, we do encourage anyone and everyone to check this little book of joy out at its launch during Transit on the 7th of July.