Take a crash course in the queer market. This informative and quirky video provides insights into:

- the meaning of queer
- queer people's lives
- WTF does Q sell
- Q’s market opportunity
- Q’s vision & 5 year plan

Credits:
Voiceover done by Steven Kool
Animations & copy created by Travis Rice
Film editing and sound done by Stray Baboon
MARKETING STUNT

Written with a dual purpose in mind, Mx. Questioning acts as both an educational tool & a marketing stunt to raise awareness for the brand and its core values.

In order to get Q launched, investors and target group support are necessary, and this book is a launch point to get people and media talking about the need for genderqueer representation in all aspects of life (including children’s literature & high street fashion).

Credits:
Written & illustrated by Travis Rice
It’s a big, BIG world out there and somebody has got to Q it up! Discover the origins of the brand and our reason for existing.

Adopted from the LGBTQ acronym, Q is an affordable and accessible high street fashion brand that prioritizes queer youth. In a world of conformity, we are here to set you free.

Q the classroom!
Q the metro!
Q U!

Credits:
Letter illustrations created by Eleonora Kalabokas
Instagram @no_bokas
Before diving in, you need to know what you are about to face.

- what is Q?
- who is it for?
- what’s on the table?
- should I be scared?

These posters and flyers are for you to prepare yourself.

WHY?

Because what you see might just change you ;-)