INSIGHTS CLIP
Dive into the Queer World and all that it encompasses. With market and target group insights, this clip is sure to leave you with something to chew on.

Q is more than its products, it's an agent for change. Written to educate and create awareness for the brand, Mx. Questioning opens up the conversation on questioning conventions.

Beyoncé was not built in a day, and neither was Q. Capturing the purpose, visual language and tone of voice this digital concoction fills you in on all the tea, with only a little bit of shade.

Oh, and of course you get to see our GOODS!
is...
a genderqueer fashion brand for the high-streets.

Goal
create an affordable & accessible safe-haven for genderqueer youth.

Key Insights
420+ million LGBTQ people in the world
many brands have gender-neutral lines NOT genderful lines
over a third of Gen. Z’ers do not believe that gender defines a person
82% of LGBTQ people hide an aspect of themselves at work for fear of appearing too gay

QUEER is a mentality NOT a sexuality.

Our Camp Kidz
Queer Gen. Z’ers with an entrepreneurial and spirited attitude. Unapologetic and shameless they won’t hesitate to put you in your place.