PRO
CESS
BOOK
Binarism
is for
computers
ARRIVING AT A

PERSONAL STRENGTHS
concepting, research, scenarios, trends, copy

CAREER ASPIRATIONS
Concept Developer
creates new brand identities and
develops strategies uses a variety of media
to communicate, shapes the future

PASSIONS
education
diversity and representation
LGBTQ
provocation and activism
politics
copywriting, literature

FAV. AMFI PROJECTS
2nd year brandbook,
Boytoy
Internship redefining
masculinity AXE
Denim Minor
ISKO Marketing
Competition
AIM
to create an affordable genderexpansive fashion brand

MAIN QUESTION
how can a highstreet fashion brand prioritize and cater to
gender expansive, queer persons?

SUB QUESTIONS
-what do I mean by genderexpansive queer?
-to what extent are queer consumers looking for fashion
 brands that are redefining and or transforming gender,
 and who are these consumers?
-what fashion brands are currently trying to cater to such
 consumers and what does this look like?
-what is in it for the consumers of the brand?

TO WHAT EXTENT DO CLOTHES ‘MAKE THE (WO)MAN?'
Welcome inside the convoluted mind and, thus process, of MOI!

From concept to creation, this mini process book documents my path to Q.
Research
Creating an image of the state of the world.
Diving into the wants and needs of my target group.
Finding a market fit based on needs and opportunities.

Decisions
Filtering out the good stuff and creating a solid concept from which to build a brand, whose existence matters.

Actualisation
The creation of my visual identity and brand story, built from my research and insights.

Presentation
Prep for bringing this all to some sort of order to present on the public, i.e. YOU!
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Creating an image of the state of the world.
Diving into the wants and needs of my target group.
Finding a market fit based on needs and opportunities.
let boys be feminine
Let us start with the CONCLUSIONS

Biology is not destiny, and the vocabulary in which a new generation can now define themselves beyond the archaic gender binary has allowed for a whole new path of self discovery.

For more and more non-binary people, clothes are becoming something to wear, more so than something that is dictated upon them based on their genitals.

Two schools are emerging to accommodate to this new generation. The gender neutral route, where we all look the same OR the gender expansive route where we all become individuals.

What does the movement look like:
- over 50% of millennials and Gen. Zers do not consider themselves exclusively heterosexual
- gender benders in music, TV, social media and film are giving more face time to, and normalizing, a genderless mindset
- mixed gender and genderless fashion shows are becoming more common
- queer youth are seeking an accessible and affordable fashion brand that plays to their colorful lifestyle

I’M Genderfluid!

That means I sometimes identify as...

A GIRL 🌈 A BOY ♂️ Neither ♂️ OR BOTH! 🌈
SEXtion 1 pt. I

How is the perspective on gender changing?

Topics covered in this sextion...
- the complexities of gender
- gender in fashion THEN and NOW
- changing face of gender in pop culture
- Gen Z, generation of genderbenders
Queer is the term regularly applied to anything outside the hetero-cis-norm. However, the term does NOT capture the extreme diversity in the community. As with any target group, there are many sub-groups.
DEFINITION OF TERMS

GENDER EXPRESSION
-a person's outward gender presentation, usually comprising personal style, clothing, hairstyle, makeup, jewelry, vocal inflection, and body language. Gender expression is typically categorized as masculine, feminine, or androgynous. All people express a gender. Gender expression can be congruent with a person's gender identity, or not.

GENDERFLUID
-someone whose gender identity or expression shifts b/w man/masculine and woman/feminine or falls somewhere along this spectrum.

LGBTQ
-an acronym used to refer to lesbian, gay, bi, transgender, queer, and/or questioning individuals and communities. LGBTQ is not a synonym for ‘nonheterosexual,’ since that incorrectly implies that transgender is a sexual orientation. Variants include LGBT and LGBQ.

SEXUAL ORIENTATION
-a person’s feelings of attraction to other people. Sexual orientation is about attraction to other people (external), while gender identity is a deep-seated sense of self (internal).

expressing sartorial ‘codes’ outside of ones gender, typically lead to more criticism, and LGBTQ dress def. falls under this issue.
The Genderbread Person

Gender is one of those things everyone thinks they understand, but most people don’t. Like Inception. Gender. It’s not either/or. In many cases it’s both/and. A bit of this, a dash of that. This tasty little guide is meant to illustrate the idea of gender understanding. It’s okay if you’re hungry for more. In fact, that’s the idea.

For a bigger bite, read more at http://bit.ly/genderbread
Gender isn’t binary. It’s a spectrum. You can be anywhere on this spectrum. You can be on one side, the middle, or both.

**Gender Identity**
- Woman-ness
- Man-ness

How you, in your head, define your gender, based on how much you align (or don’t align) with what you understand to be the options for gender.

**Gender Expression**
- Feminine
- Masculine

The ways you present gender, through your actions, dress, and demeanor, and how those presentations are interpreted based on gender norms.

**Biological Sex**
- Female-ness
- Male-ness

The physical sex characteristics you’re born with and develop, including genitalia, body shape, voice pitch, body hair, hormones, chromosomes, etc.

**Sexually Attracted To**
- (Women/Females/Femininity)
- (Men/Males/Masculinity)

**Romantically Attracted To**
- Nobody
- (Women/Females/Femininity)
- (Men/Males/Masculinity)
Gender + Fashion's Relationship

We are in the midst of a gender revolution. From questionning and redefining stereotypical gender norms, to having these new norms playout at the global, national, institutional and sartorial levels. Within even the last decade, “there has been a doubling of transgender Americans”, according to Nat’l Geographic, along with an increase in the number of people who are gender nonconforming, a BROAD CATEGORY THAT DID NOT EVEN HAVE A NAME A GENERATION AGO.

Fashion acts as both a sword and a shield."For the individual to lay claim to a particular style may be more than ever a lifeline, a proof that one does at least exist. Although cross-dressing can be viewed as oppositional dress, for its ability to shock and deviate from the expected, perhaps it also shows that gender is ultimately unstable. The rigid sexual identities we cultivate, and which are popularly experienced as natural and given at birth, are really fictions constraining us."

can the increased flirting with transvestism, be viewed as being more evolutionary than revolutionary?
-there is no natural link between a garment and a certain gender.
-skeptics point out that the catalyst for this plethora of new looks for men might be more closely related to the ever increasing commodification of everyday life and advances in marketing and advertising, than it is to any kind of new man.
-impression management: in reference to gang dress, it explains the identity they create and thus control how they are identified.
-Rick Owens said, "I want to offer the alternative, not the only option."
‘The best thing about being a girl is, now I don’t have to pretend to be a boy.’

JANUARY 2017
the more polarized the gender roles, the more violent the society. We are linked, we are not ranked. The idea of race and gender are divisive.

colour coding may well be the 1st thing kids learn about the rules of gender that govern their own lives. Source: Vestoj

gender is an amalgamation of several elements: chromosomes, anatomy, hormones, psychology, and culture.

more young people are coming out as nonbinary, that is partly because the new awareness of the nonbinary option offers a language to name the source of their experiences.

manhood, men are made not born. The search for a transcendent, timeless def. of manhood is itself a sociological phenomenon. We tend to search for the timeless and external...when old definitions no longer work and the new ones are yet to be firmly established.

pink has become so strongly associated with femininity, that when a man wears it, it is no longer ‘just a colour’, but an act of defiance.

WE ARE A LOT MORE COMPLICATED THAN ASSUMED
LUXURY FASHION'S FASCINATION WITH GENDER BENDING

Gender bending styles are not new to the runways of Paris, NYC, Milan or London. In fact, they have been around since the 80s when designers like Gaultier began putting men in corsets and women in macho-esque designs. Yet, 30 someodd years later, and gender bending styles have only recently begun to infiltrate into the masses (i.e. highstreet brands).
TV, music, magazines and celebrities are known to bring the new and the questionable to the forefront, while still perpetuating the often opposing, widely accepted views of present day.
In the 70s shows like *All in the Family*, and *Roots* brought civil rights issues to the screen. Today, magazines like *Covergirl* and children's books like *Princess Boy*, are addressing gender and LGBTQ issues.

Seeing and being exposed to diversity, in whatever realm that may be allows for people to learn, allows for people to feel represented, allows for people to feel normal.

...through this new wave of queer cinema we are not only learning about ourselves, we are also showing nonqueer audiences who LGBT people are. They are-learning from these films, connecting, starting dialogues, and altering their perceptions in the process.

There is an importance for mainstreaming and creating a larger exposure to marginalized gender identities not simply for social acceptance, but for survival as well.

**MAKING THE ONCE TABOO, NORMAL**
Gen Z. has grown up and still is growing up during the gender revolution. Meaning, gender is less of an identifier today than ever before. Source: WGSN

Gen Z'ers are largely quick to dismiss the gender binary, and are much more eager to experiment and try various identities, through their manner of dress as well. Many considering themselves agender.

“Some agender people may feel their identities are fluid and some do not. I can’t define what ‘agender’ means for all agender people, just as no woman can identify what “woman” means for all women. I exist outside of any and all binaries. I am a human being.” Morgan, tumblr @ morgannenikole
IN GEN Z’S SPOTLIGHT

CELEBS MAKING WAVES IN GENDER FLUIDITY

EJ Johnson

Miley Cyrus, “...I don’t like the box ‘girl’, puts me in.”

Conchita Wurst

Gigi Gourgeous

Ruby Rose
SE Xtion I pt. II
What is meant by gender expansiveness and queer?

Topics covered in this sextion...
- a peek inside the LGBTQ community
- what does the term QUEER entail
- brands catering to queer persons
- meet some queer kidz
WHEN ARE YOU GONNA TELL YOUR PARENTS YOU’RE STRAIGHT

MOM

NYX
I FIND YOUR LACK OF GAY DISTURBING
The LGBTQ community is at a crossroads. Where before it was about being heard, now it is about forming a solid movement. Meaning, there are enough issues and inconsistencies within the community that need to be solved, just as much, as the ones outside of it.

Some brands are trying to target LGBTQ persons, however, this is merely an attempt to capture a very small part of what it means to be QUEER, mainly one's sexuality. When in reality it is much more multifaceted.

**BEING QUEER IS A MENTALITY NOT NECESSARILY A SEXUALITY.**

Fashion is at a crossroads then as well when it comes to LGBTQ...make everyone the same, or turn everyone into individuals. Hence the gender neutral vs. genderful movement.

More highstreet brands tend to go the gender neutral route, however, most of the brands' touchpoints, are then still very split down the binary (website, store, brand communications).

One thing is unarguable though, and that is the number of people identifying as LGBTQ and or nonbinary is growing, esp. among the youth. This is also now reflected in shows, theatre, and anything you come across. QUEER people are literally gaining equal representation and AUTHENTIC representation at that.
ANDROGYNOUS
possessing certain characteristics of both genders in dress and style
Easy way to put it, is like offering the above, but in a manner that is reflective and communicated like below. This would be in the branding, retail environment, communication, and central to the brands DNA. Not merely an add-on.

**GENDER BENDING/FUCKING**

disregard for biological sex dictating gender dictating dress
“We get to choose our family.”
Someone who sees without hearing is much more uneasy than someone who hears without seeing.

It was only in the 18th century that homosexuality had begun to be seen as a permanent psychological condition. As a ‘master identity’ as well as a sexual practice. One could ‘be homosexual’, a permanent condition. Thus, dressing in the masculine styles became a way to not appear effeminate. The increasing sexual stereotyping in dress acted as a defense against new fears.

There has always been a strange psychological reassurance in the idea that one can be categorized. Yet, at the same time, by dressing up we become someone that is not there, and the sprawling urban centers after the industrial revolution sparked a masculine grandeur and strength combined with feminine allure.

Even today, fashion acts as both a means of dissimulation and disguise, as well as, opposition and self display. By playing up one, it eludes to the other (either its distance from it, or attempt to follow suit).

But isn’t fashion a woman’s, gay man’s thing? Aren’t there a lot of gay designers? Does the expression, to come out of the closet, have any sartorial reference to the dress of LGBTQ persons?

...
BRAND SPOTLIGHT: UNITY

Unity is a radically queer skate company THAT PRIORIZES QUEER SKATERS.
Skating mentality is...a simultaneous sense of individualism and community, defiance against arbitrary systems of authority, a proud resistance to conformity.

The gay community knows the vitality of resistance and struggle, but also the importance of pride and celebration.

What inspires the 2 behind Unity?
I used to have a lot of internalized shame...I turned that into a celebration of love, and being unashamed.

Why a zine?
To have the freedom to put whatever content down on your pages without censorship.
“BEING QUEER IS A MINDSET, NOT NECESSARILY A SEXUALITY”
**WHY TRANS* PEOPLE NEED MORE VISIBILITY**

With more visibility comes more understanding. These statistics can and will get better as trans* people become more visible in our society.

- **80%** of trans* students felt unsafe at school because of their gender expression.
- **58.7%** of trans* people have been raped or assaulted by a romantic partner.
- **49%** of gender non-conforming students experienced verbal harassment in the past year because of their gender expression, compared to 29% of their peers.
- **30%** of trans women have been incarcerated.
- **41%** of trans* people have attempted suicide.

Trans women have a **1 in 12** chance of being murdered...

...or a **1 in 8** chance for a trans woman of color.

For more information, go to transstudent.org/graphics
Every action has an opposite and equal reaction. While the world, and the new generation may be redefining the gender binary, many others, are not so keen on letting it go that easily.

Though nonbinary and LGBTQ acceptance has grown over the last few years, these youths are 2x more likely to be bullied and 4x more likely to attempt suicide. 30 percent in fact of LGBTQ youth have attempted suicide. Safe spaces and safe faces are needed!

Source: Nat’l Geographic, Gender Issue
In 1869, one hundred years before the Stonewall riots, the German homosexual rights advocate Karl Heinrich Ulrichs introduced the idea of selfdisclosure as a means of emancipation. Claiming that invisibility was a major obstacle toward changing public opinion, he urged homosexual people to reveal their same-sex attractions.

The present day expression 'coming out' is understood to have originated in the early 20th century from an analogy that likens homosexuals introduction into gay subculture to a débutante's coming out party.

The pre 1950s focus was on entrance into a new world of hope and communal solidarity whereas the post Stonewall Riots overtone was an exit from the oppression of the closet. This change in focus suggests that 'coming out of the closet' is a mixed metaphor that joins 'coming out' with the closet metaphor: an evolution of 'skeleton in the closet' specifically referring to living a life of denial and secrecy by concealing ones sexual orientation.

Brian Anderson is an award winning professional skater that recently came out. His coming out like others in the sports world, have allowed for homosexuality to be made visible to a wider audience. One that is often marginalizing of anything but the stereotypical macho culture.

“These ‘Hidden Figures’ are hidden no more.”
A man has 23 male and 23 female chromosomes.

46 in total, from which each contains millions of genes that determine the character, color of eyes, including the propensity for violence. I found this in his writings, and in his inner torments and fears...

— Josip Kovačić
TARGET GROUP: CAMP KIDZ

CAMP KIDZ are the obnoxious, unashamed, gender barrier destroyers of Gen. Z. Since bursting out of the closet, I mean womb, screaming and alive they have questioned the norm and have sought only what they feel is truly self representative.

Their unabashed character is reflected in their wardrobe. They turn their bodies into a flag, symbolizing freedom, defiance and at the same time, community.

As you see here, there are many style directions that this brand could go. From the more grunge, rock inspired to the more velvet/satin look.
NAME
Manouk

Facebook has over 50 ways to define your gender. How would you define your gender today? I would still define myself as a girl in many ways but I feel more comfortable in men’s clothes. Certain expectations of what girls should wear do not speak to me. Although it is difficult to explain in short, I think I would define my gender as unisex with a touch of femininity. Because I like to wear tight clothes and pay attention to good make-up.

How do you express your gender? Describe your style. (i.e. through clothes, mannerisms, makeup) As said in last question I basically only wear men's clothes; but I like to wear tight clothes, such as super skinny jeans, sneakers but also polo shirts and short sleeved blouses, buttoned up all the way. I like to wear hats too. I pay attention to make up and try to take care of my looks a lot, my hair is also a very important part of my looks for me.

Where do you think gender is going in the future? I can see it going in the unisex direction, although I will always keep defining myself as a girl.

How do you express, show-off your masculine sides, and how do you express, show-off your feminine sides? People often tell me I seem much more masculine when they see me on pictures, but I am much more feminine in real life. My masculinity is mostly expressed by my clothing style, my interests (such as gaming) and humor. My femininity is mostly expressed through my emotions and communication. I am very sensitive and tuned into my feelings and that of others.

Do you feel any clothing brands are targeting non-binary people? If so, which ones, and how are they doing this in your eyes? I think brands nowadays are adapting somewhat more, but I still hesitate when I go to the men’s department sometimes. Sometimes I see someone looking in my direction, but most people appreciate my openness and compliment it. There have been personnel that I have met that actually like to help with my decisions in buying clothes because they like that I’m different. Overall I think it is accepted but brands could adapt a lot more to this style.

What would an ideal shopping experience be like for you? Think in terms of store layout, advertisements, clothing options, colours, styles, etc… I like online shopping because it’s easier to see your choices laid out for you. I like lots of colors/materials/designs of polo shirts, short sleeved blouses or long sleeved blouses, blazers, ties and now ties, hats in all colors and shapes, sneakers (timberlands, nikes, vans, allstars) or those casual oxford type shoes made of suede. I like a mix between urban street clothes and formal clothing such as suits and ties.

How do others react to your personal style, i.e. the way you express your gender? Most people react positive or they don’t even think I am that masculine. Sometimes people that I don’t know at all make a compliment on the street. Sometimes it makes me shy because this never happened when I was younger, when I hadn’t defined my style that much yet. I’ve hardly ever had a negative reaction to be honest.
Facebook has over 50 ways to define your gender. How would you define your gender today?
Male

How do you express your gender? Describe your style. (i.e. through clothes, mannerisms, makeup)
It shifts between masculine and feminine. It really depends on my mood. If i’m introvert i’m more into dressing up manly because it’s comforting and safe. When i’m extrovert and feeling extra I tend to show that through my clothes by adding more feminine touches.

Where do you think gender is going in the future?
I think it will be more and more break from the binairy gendernorm and people, especially young ones, will start thinking more in other terms of gender than just male and female. Kids will create a space where they won’t be held up against the typical stereotypes and break down the wall between male and female.

Where do you currently buy most of your clothes from, which brands?
Mainly second hand because of the environment issues and bad working habits in low-income-countries. But that takes more time and effort. If im lazy i’ll just go to H&M and buy something quick.

How do you express, show-off your masculine sides, and how do you express, show-off your feminine sides?
masculine: bomberjacks, sweatpants, sneakers and a lot of just plane basic shirts.
Feminine: more colour, layers and clothes from the women department. Although i believe that this fills in the binairy gendernorm and should not always be defined that way. I’m expressing as non-gender conforming but always have to explain what’s feminime or masc, yet for me that is not the debate.

What would an ideal shopping experience be like for you? Think in terms of store layout, advertisements, clothing options, colours, styles, etc…
Just very basic and minimal. And not a lot of people. And no female or male departments. just all the same! (oh and no dj’s please)

How do others react to your personal style, i.e. the way you express your gender?
Normal, depends on my mood, but haven’t had any complaints.
genderfuck
n. (also v.): 1. Deliberately sending mixed messages about ones sex, usually through ones dress (e.g., wearing a skirt and a beard).

I think the fashion industry should put more effort into empowering non-binary youth. They are challenging society in good way, but often don’t get any or enough credit/support for it.
NAME

Dennis

Facebook has over 50 ways to define your gender. How would you define your gender today?
I honestly don’t like to define my gender, since I feel that would limit me. I believe that I am a mixture with both feminine and masculine characteristics. I guess you could call that non-binary.

How do you express your gender? Describe your style. (i.e. through clothes, mannerisms, makeup)
I express my gender through clothing. I use these clothes to express my gender mood so to say. One day I could wear a dress as long T-shirt with knee-high socks, while another day I’d like to wear black tracksuit bottoms with a black T-shirt. It fluctuates really. Within nightlife, I express my gender through clubkid culture, experimenting with fantasies and genderfuck. Or well, lets just call it wearing mesh hehe

Where do you think gender is going in the future?
Gender is going wherever we take it ourselves really. I don’t think of the future as a wonderful place where gender outside of the traditional man and woman will be dominant in society. But the future will definitely give more room for gender expression, I believe. The digital era really helps and stimulates these people to connect and express, which is really amazing.

Where do you currently buy most of your clothes from, which brands?
I barely shop to be honest. Most of my clothes are from previous internships and some designer sample sales. Lets say that my taste doesn’t really match my budget, so I just end up buying a designer item every couple of months. I wouldn’t say that I buy many clothes from the same brand, I like to buy into different brands. The last items I purchased were from McQ Alexander McQueen and Joseph (both ‘male and female’ items).

What would an ideal shopping experience be like for you? Think in terms of store layout, advertisements, clothing options, colours, styles, etc...
I guess I’d like to be surrounded by like-minded people/staff, it would need to give a sense of belonging and freedom. Maybe even interactive advertisement seeing what others in the rest of the world, like me, try on. Ever seen that store where Katniss hides in the Hunger Games? Ugh, living! That would be FAB. I like clothes to be bold, just like my personality. Or to be black, also like my personality. Mesh would be great too, really really great.

How do others react to your personal style, i.e. the way you express your gender?
It completely depends on the social environment I am in. With my close friends it is all fun and fine, my parents always have to get used to things that are out of the ordinary and so for less open-minded work environment. At my fashion uni’s, but especially in London, more people experiment with their gender, so it is less of a big deal.
It is hard to find a high-street fashion brand that markets itself to a ‘gender-expansive’ market. SO THE OPPORTUNITY AND NEED IS THERE.

DIY youth culture is on the up n’ up.
- URL->IRL (DIY is not only about making your own things, it’s about creating your own identities.
- Vintage and 2nd hand shops play a huge role in this, also aids w/ sustainability.

There are more than 420 million LGBTQ people in the world. That is more than the pop. of the USA.

Gay and trans people are early adopters. Often the target for trend forecasting agencies.

Source: Gay Star News
The social visibility gained from corporate attention may be seen by some LGBTQ individuals as pivotal to the fight for societal rights.

LGBTQ consumers will embrace the power of spending by rewarding companies that are considered gay friendly. Done through advertising in both gay and mainstream media, friendly in marketing communications, give back to community, etc...

HOWEVER, there is little research into the true nature of LGBTQ consumers and the affect of ‘gay friendly’ corporate activities on their buying decisions.

There should be LGBT coffee houses or bookstores instead of just clubs. So minors could have a safe place to meet fellow family and it would lower alcoholism in the community.

Filtering out the good stuff and creating a solid concept from which to build a brand, whose existence matters.
DECISIONS
SEXtion 2

What would make the strongest foundation?

Topics covered in this sextion...
- answering my research questions
  - getting inspired by others
    - beginnings of my brand
    - possible end products
RESPECT EXISTENCE OR EXPECT RESISTANCE
PostSecret

Presidents’ Day

I don’t want to admit that I’m gay
because I still dream of becoming president.

Same-sex marriage policy is associated with a reduction of 134,000 suicide attempts per year.

If my son is gay when he’s older I don’t want him to tell me. I don’t want him to feel like he’s announcing news. I don’t want him to be scared or nervous. I want him to just bring a boy home and say "mum this is my boyfriend" just like he would with a girl 😊 Then I shall make them both a cuppa and a sandwich and I’ll ask them how they met 😊 Because that’s exactly what I would do with a girlfriend so why should a boyfriend be any different 😊
GOALS

- Cultivate forms of living otherwise
- Weaponizing the queer body
- Create A Village, a safe place, a beacon of the future
- Normalize ‘gender expansivness’ through high-street exposure

Fashion should be a means to create the self, not muffle it, and I would like to see this ‘inclusive fashion’ not only on the runways of Paris and Milan, but also in the Kalverstraat. An affordable brand that prioritizes the queer youth of today.
What problems do I hope to solve?
- the need for an open, and non judgemental shopping experience for queer youth
- exposure, visibility, and queer culture appreciation
- offering of garments that are inspired by and reflect the diversity in the queer community

Why do the users have these problems?
- lack of education on the part of brands, but society as a whole superficial marketing, but no real reflection of action in stores or in the products
- queerness is not central to any highstreet brands DNA

Why would they choose our brand?
- it would be an accessible, AFFORDABLE, brand that engages them and their culture
- create a support community for those that need it and or want it inspiring, unique, genderexpansive pieces
MY SEXUALITY IS NOT A TREND YOUR IGNORANCE SEEMS TO BE
MAIN QUESTION: HOW CAN A HIGH-STREET FASHION BRAND PRIORITISE AND CATER TO GENDER-EXPANSIVE/QUEER PERSONS?

While there is no ONE way to begin answering this, the best way is to see what is missing in general that even remotely hints at targeting gender-exspansive/queer persons.

- intersectional approach to design and branding (realise there is HUGE diversity in the community) this means not creating a brand for LGBTQ*, ableism, or people of colour BUT creating a brand BY such persons.

- raise questions, don’t be scared to provoke by simply showing the REALITY not only our sexuality

- reach the TG where they are at (gay clubs, gay events, support centers, etc.)

- give back to the community (don’t view us and treat us like commodities, the gay best friend, the gay fashionista)

AVOID ASSIMILATION
I feel that in general, just a lack of empathy for queer persons' needs and desires.
There are 2 directions the gender debate could go in fashion - we all look the same (gender neutral OR genderless) - we all become individuals (gender exapansive OR genderful)

I believe, and research shows as well, that we are already neutralizing too much of ourselves. Especially in the LGBTQ* world we try to ‘normalize’, be like everyone else, often to the point of mental illness. Why else would mental illness be more prominent in the LGBTQ community than in the straight community? B/c we are always surpressing something. TIME TO STOP!
SUB QUESTION: WHAT DO I MEAN BY GENDER-EXPANSIVE/QUEER?
SUB QUESTION: TO WHAT EXTENT ARE QUEER CONSUMERS LOOKING FOR FASHION BRANDS THAT ARE (RE) DEFINING AND/OR TRANSFORMING GENDER?

- you have skate brands for skaters, denim brands for denim heads, yoga brands for yogies. so why NOT establish a queer brand for queer persons? who would we be excluding?

- sometimes it is not about giving up space or rights for the gain of others, but merely, creating space and rights for the equality of others

- queer youth are looking for answers, likeminded people, and a safe space to find themselves

- Gen Z respects brands that take a stance, are activist, and are unconventional. A real DIY generation in both terms of product creation, but in terms of identity creation as well
TED TALK - THE DANGER OF HIDING WHO YOU ARE

Hiding is a progressive habit, and once you start hiding, it becomes harder and harder to step forward and speak out.

I’ve struggled to say those words, because I didn’t want to be defined by them. Every time I would think about coming out in the past, I would think to myself, but I just want to be known as Morgana, uniquely Morgana, but not “my lesbian friend Morgana,” or “my gay coworker Morgana.” Just Morgana.

But I was paralyzed by my fear of not being accepted. A 2013 Deloitte study found that a surprisingly large number of people hide aspects of their identity. Of all the employees they surveyed, 61 percent reported changing an aspect of their behavior or their appearance in order to fit in at work. Of all the gay, lesbian and bisexual employees, 83 percent admitted to changing some aspects of themselves so they would not appear at work “too gay.” The study found that even in companies with diversity policies and inclusion programs, employees struggle to be themselves at work because they believe conformity is critical to their long-term career advancement. And while I was surprised that so many people just like me waste so much energy trying to hide themselves, I was scared when I discovered that my silence has life-or-death consequences and long-term social repercussions.

Twelve years: the length by which life expectancy is shortened for gay, lesbian and bisexual people in highly anti-gay communities compared to accepting communities. Twelve years reduced life expectancy.
SUB QUESTION:
WHAT FASHION BRANDS ARE CURRENTLY TRYING TO CATER TO SUCH CONSUMERS? WHAT DOES THIS LOOK LIKE?

Negatives: Expensive, more gender-neutral, “by appointment only” (thus not accessible), curious how involved in the community 69 is, social media is VERY product based (where is the social activism on creating a more open society?)

Positives: models appear quite diverse in terms of gender, background, size, etc. Locally produced in LA. Breaks convention and celebrates its ‘otherness’. 

MORE GENDERNEUTRAL THAN GENDERFUL BRANDS.....
Negatives: don’t have mainstream scope, lacking depth in terms of branding communication and the ‘culture’ aspect.

Positives: intersectional in terms of casting and brand team. colourful and playing into athleisure rise. Seasonal, thus more variety (something for ‘everyone’). Take on the bricolage and symbolism.

BASICALY----> I WANT SOMETHING LIKE THIS BUT FOR THE HIGH-STREET.

NOBODY HAS TO KNOW WAREHOUSE

NHTK vindt dat iedereen zou moeten dragen waar hij of zij zich het mooist en best in voelt, zonder zich te moeten houden aan door de buitenwereld opgelegde conventies als gender, leeftijd en maten.
An affordable version of LOVERBOY is exactly what I would love to create. A LOVERBOY for the high-streets.
CHARLES JEFFREY / LOVERBOY

Charles Jeffrey and his band of friends use their label Loverboy to celebrate the queer club scene and bringing the night-life to the runway. Club Kids, drag queens, all inspire his bri-collage of fantasy, multiple identities and need for experimentation. Liberating to just be you w/o any hesitations or limits.
SECTION 3
Conceptual Starting Points

Topics covered in this section...
- needs of queer youth (empathy)
- creating a brand (BETA stage)
- possible products/outcomes
“THROW IT ALL AWAY. THE SYSTEM HAS ADDICTED YOU TO AN ARTIFICIAL NEED. KICK THE HABIT. BE WHAT YOU ARE. DO WHAT YOU THINK IS RIGHT. ALL THE WAY OUT IS FREE.”

- SAN FRANCISCO GROUP THE DIGGERS (1966)
CONCEPTUAL STARTING POINTS - HOW WILL IT BE DISTINCT & RELEVANT?

DISTINCT - prioritizes queer youth, gender-expansive NOT gender-neutral approach, affordable and therefore accessible to youth, intersectional, a shameless tone of voice (no longer pussy-footing around the issue of queerphobia).

RELEVANCE - gender revolution/reformation, breaking down of gender-binary, violence towards LGBTQ+ persons continues as visibility grows, lack of guidance and/or safespaces for queer youths, dismanteling queerphobia.

MY BRIEF: Create an out n’ loud high-street fashion brand that prioritizes queer youth through a gender-expansive approach.

SICK OF YOUR HETERONORMATIVE BULLSHIT

MARTIN LUTHER QUEEN

MY BRIEF: Create an out n’ loud high-street fashion brand that prioritizes queer youth through a gender-expansive approach.
Create the kingdom we want to live in. Dress like a leader.

It really irks me when people always say, “isn’t fashion already gay?” “There are a lot of gay designers.” or my favorite, “They recently had an ad with two gays/lesbians in it.” Does a brand featuring a woman automatically make it a feminist brand? NO!

The point is, there is no safe space, sanctuary on the high-street for LGBTQ* youth wanting to express themselves & being inspired and supported in the process. A beacon of light and understanding.
Gathering all sorts of words, expressions and sayings, I still felt that none really captured what ‘queerness’ is. This idea that you can be anyone, at anytime...decisive ambiguity I’ve coined it.

Similar to ‘impression management’, but while IM is heavily socially influenced, the idea that you are always creating an identity, even though you don’t always know what the end result will be, or when it will be is more personally influenced.

Through my love of typography and words I came down to the letter ‘Q’ (for no other reason that reading and typing ‘queer’ a billion times over the past few days). The letter ‘Q’ has always stood out to me as both a student and as a teacher as the queerist of letters. For it’s inability to fit in, rareness, and it’s need for the letter ‘U’ to always support it.

‘Q’ is the ONLY letter that cannot and will not ever stand alone.

For me, just having the letter ‘Q’ leaves the interpretation open for what it could mean, become, evolve into....

Q can be qurious, queer, queens and questioning.

But Q is NOTHING without U!

While it might sound a bit kiddy, I’m hoping the Q + U idea could be a way to bring unity to the queer community.
USP/ESP
- clothes that represent hope, courage, enterprise and inspiration
- we are a lot more complicated than assumed
- gender evolution or revolution
- making the once taboo-normal
- someone who sees without hearing is much more uneasy than someone who hears without seeing
- queers are easily criminalized - we are fugitives of fashion. our bodies become targets while our styles become obsessions.
- the gay community knows the vitality of resistance and struggle, but also the importance of pride and celebration
- hidden figures are hidden no more (a new age of coming out for the 83% that hide)
- create the kingdom we want to live in. dress like a leader.

Dressing up for the party that is L-I-F-E MOEDERFUCKERS!!!!!!!
VISION

We believe in living out loud. We believe that everybody is somebody, dress like it! We believe in dressing from the inside out. We believe in dressing for existence, not resistance. We believe in liberty from the tyranny of inertia and stupidity (convention). We believe fashion should be a means to create the self, not muffle it. We believe in a no-holds-barred approach to ad(dressing) the truth.

MISSION

Rick Owens, “I want to offer the alternative, not the ONLY option.”

It’s about both/multiple rather than either/or.

We spiritedly cultivate forms of living otherwise/create a village

VALUES

CENTRAL VALUES - shamlessness, uncensored

FUNCTIONAL VALUES - spirit-uplifting

EXPRESSIVE VALUES - respect-reviving
ORIGINAL PRODUCT IDEAS:
1. MARKET INSIGHTS FILM - STOP MOTION
2. TARGET GROUP MINI-DOC.
3. DIGITAL BRAND CONCEPT PREZ.
4. FANZINE
ORIGINAL PRODUCT IDEAS:
1. MARKET INSIGHTS FILM - STOP MOTION
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4. FANZINE

REASONING

We live in a digital world. By 2018, more than 80% of media we consume will be moving images. Therefore, I wanted use digital/moving image to the best of my abilities.

The addition of a FANZINE allows for a more personal, educational approach. Inspired by the diaries so many LGBTQ youth keep and pour their hearts into.
The creation of my visual identity and brand story, built from my research and insights.
SEXtion 4

Brand Building

Topics covered in this sex-tion...
- brand key
- what am I selling
- visual language/tone of voice
- product prototypes
"Q" BRAND KEY

VALUES + PERSONALITY
- SHAMELESSNESS, UNCONSTRAINED
- SPIRIT-UPLIFTING
- RESPECT-REVIVING

REASONS TO BELIEVE
- FOR QUEERS BY QUEERS
- PRIORITIZES QUEER CULTURE + ITS DIVERSITY

ESSENCE
- 'Q' is the unbridled "live our lives!"

INTERNAL
- BENEFITS
  - FUNCTIONAL: LIBERATION, I-D CREATION
  - EMOTIONAL: SAFE-SPACE, ENJOYMENT

EXTERNAL
- COMPETITIVE ENVIRONMENT
- Above & Point:
  - GOURMET SPOT
  - KITE
  - UNIQUE
- At same Point:
  - 2nd Hand Shops
  - 1H Roll-Outs

TARGET
- QUEER YOUTH
- ENTREPRENEURICAL
- OBNOXIOUS
- DIY
- GENDER-FUID
- SHAMELESS

INSIGHTS
- Want a queer brand that is
  - more affordable + accessible
- GENDER EXPANSIVE NOT NEUTRAL
- SAFE-SAFE TO OPEN-MINDED PERSON

ROOT STRENGTHS
- A high-street, intersectional, queer expansive brand, by queer expansive people.
- A BRAND THAT FEEL/PIVES QUEER RESONANCE
Q sells....??????

Being a start-up, the budget for the brand is quite minimal. Additionally, being inspired by the task of “Queering a museum”, I was thinking, what would it look like if you were to ‘queer’ clothes?

On the plus side, Gen. Z’ers are very DIY when it comes to customization and fashion. Even further, the URL to IRL (in real life) mentality, creates this co-creation that engages both brand and consumer on a more personal level. Therefore.....

It makes good business sense to start with a speciality and a narrow range and customisation fits concept perfectly. The adidas variety jacket is a wonderful visualization that fits my memphis/DIY visual identity.
On top of the denim, the varsity jackets are a product that will be produced and fits with the core values of the brand. Celebrate ‘queerness’.

Queer youth have earned their letter!
Initially inspired by journaling, as queer youth often use diaries and journals as their source for putting their feelings somewhere.

However, today, a lot of this takes place digitally. Thus, I wanted to make a digital version of journaling.

Colourwise and design wise, I was inspired by Memphis Style. The bright colours combined with a more serious message have a nice way of packaging everything Q stands for in a manner that is approachable, fun, yet still can get down to business.
Colour scheme is inspired by the Memphis Style of the 80’s, which still had influence in the early 90’s. The fresh, retro, & queer vibe is further highlighted by the use of black. Black’s juxtaposition allows the other colours to exude more vibrance, metaphorically representing the Queer cultures ‘peacock’ on the streets next to normative dress.
The beauty of having just a letter, means that Q can take-on different looks if needed. However, the final choice combines the Memphis look with a more 3D/modern affect.
You'll find the future wherever people are having the most fun.

- Steven Johnson

Tone of Voice

I wanted a voice that is both unapologetic to the outside world, but celebratory and respect-reviving for the target group.
anyway, back to the gay shit!

NO ONE IS YOU, THAT IS YOUR POWER

YOU’RE A WORK OF ART. NOT EVERYONE WILL UNDERSTAND YOU, BUT THE ONES WHO DO, WILL NEVER FORGET ABOUT YOU.
Product Inspiration

Market Insights film was inspired by these 2 sources:
- History of the World (deadpan humour, DIY digital vibe)
- Philosophy of Plato (animations)

Mini Target Group Documentary
Eventually, after presenting a rough-edit, it was advised to just incorporate their testimonies into the digital presentation. The look and the vibe of the video was too serious and NOT up to standards with everything else.
Digital Brand Concept Presentation
Using a lot of GIFs, and the Memphis style visuals, my intention was to make the digital presentation enticing and entertaining, yet at the same time, educational.

Fanzine to Children’s Book
Again, inspired by the idea of queering something, I took my background as a primary school teacher & used that to inspire the Mx. Q book. Both to raise awarness to the concept of queer and my brand Q.
“Photoshoot”

Keeping with my digitalization of journaling, I also wanted to make the photoshoot in a digital manner. Design graduate Monia Antinori helped me to make the collage inspired GIFs.

INSPIRATION: @DANILGOLOVKin

INSPIRATION: @MONIAANTINORI
Prep for bringing this all to some sort of order to present to the public, i.e. YOU!
PRESENTATION
SEXTION 5

Giving an Impression

Topics covered in this sex-tion...
- final layout and reasoning
TRAVIS RICE CREATIVE PROCESS IS ERRATIC

“It's not where you take things from — it's where you take them to.” Jean-Luc Godard
In addition to my products I will have...

TWO POSTERS
1 - explains the who, what, when, where, why
2 - explains the products on the table and their purpose

COLLECTION IPAD
My collection GIFs will be playing in loop on an Ipad in the middle. Originally I was going to have more screens, but thought it would then be too overwhelming for such a small space.

ACCESSORIES
I have lasered out a Q and printed a memphis style background to bring the visual style in my presentations to life on the table.

GOAL:
BE LOUD AND PROUD, but still provide order to the chaos.
The Genderbread Person

National Geographic- Gender Issue
GENDER AND LGBTQ DEFINING TERMS


Book

SOFA Magazine
Vestoj Issue no. 7: On Masculinities


Moon, Dr. C., American Manhood in a Suburban Pastorial in Vestoj no. 7, Winter 2016.


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Gif Photoshoot Inspiration

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