

EMERGING TREND

GENDER NEUTRAL DENIM



ANALYSIS

While the ideas of unisex clothing and gender subversion are not new to fashion, the last several years have seen a broader cultural shift in how we view traditional notions of his and hers. In a widespread trend coming out of the US, Europe and the East, a new wave of young designers is actively closing the gap between targeted, gender-specific and sexless apparel. Employing models of all genders, ages, shapes and sizes in their shows and campaigns, this trend sparks wider discussions on gender fluidity with established names, brands and stores rethinking what's conventionally appropriate.

The democratic and neutral style of denim is particularly relevant and attractive for labels such as 69, Bethnals and Wood Wood, which are offering collections without traditional gender cues.

Convertible and neutral designs imply clothing is not tailored to any age or gender, and this ambiguity makes the garments somewhat universal. 1990s normcore, skate and workwear looks are all successful style references for the trend.

The gender-neutral trend is biggest with millennials and current taste-makers who are looking past the reductive gendering of dressing and creating conversations surrounding personal identity, acceptance and unity.

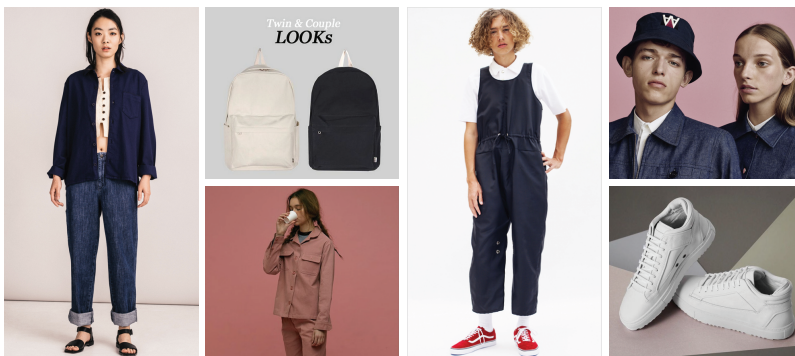
New genderless shopping experiences such as Selfridges's Agender pop-up take on a neutral approach to traditional department-store merchandising and offer an environment in which consumers are given the freedom to transcend notions of his and hers, as they simply find their most desired items by colour, fit and style.

COUPLE LOOKS



The rise of gender-neutral style among the millennial market drives the trend for couple dressing with young people proud to express their relationship status through matching ensembles. This is also reflected in brands' lookbooks with mirror or coordinated styling between guys' and girls' looks.

UNISEX WORKER



The styling and looks of these gender-neutral collections often focus on neutral palettes and simple design. Simple designs speak volumes without the need to be over-styled. Oversized workwear jackets, jumpsuits and slouchy trousers in raw or bleached denims emerge as neither precise male nor female pieces but something totally in between.

AMBIGUOUS DESIGN



Young, independent designers across the globe are actively closing the gap between targeted, gender-specific and sexless apparel through their convertible designs and gender-bending imagery. When it comes to style for these brands, the question isn't 'why bend the gender rules?' – it's 'why not?'.

SEXLESS STREETWEAR



The tradition of a boys' club driving the streetwear scene is breaking down, with brands such as Bianca Chandon, Lilful and Yeezy working towards a more neutral aesthetic. New streetwear brands are adopting this concept, encouraging their fans and Insta-followers to purchase items outside perennial gender codes.