The Prospect of Non-sexist Clothing in the Future Clothing Market

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Abstract. The style and development of non-sexist clothing shows people's aesthetic orientation and social values in today's society. By studying the characteristics and development of non-sexist clothing, analyzing its prospects in the future market, can help provide people with more comfortable clothing choices, and promote the concept of being brave to express oneself and get rid of gender stereotypes, as well as provide innovative ideas for the future clothing production. This article describes the current development of non-sexist clothing and its forecast in the future market, and takes the non-sexist clothing as the main research object and proves it by looking for different brand cases. In this paper, the concept style of non-sexist clothing, the current development situation in the clothing field and the future market forecast are respectively explored. Finally, the conclusion is that the prospect of non-sexist clothing in the future clothing market is quite optimistic, with great development potential.

Keywords: Nonsexual; Development prospect; Clothing.

1. Introduction

Genderless means that the boundaries of gender are blurred, and both sexes can infiltrate and participate in each other. Clothing can reflect people's personality and aesthetic characteristics to a certain extent, even the acceptance of the theme of clothing expression in society. With the development of The Times, genderless clothing is produced more and more popular. Genderless clothing means that the concept of genderless clothing is added to the clothing design. Just as its name implies, the essence is to break down gender boundaries, with men wearing women's clothing, women wearing men's clothing, or the same clothing for both men and women. Unisex clothing focuses on single items, elements and tailoring, advocating a way of dressing that is not restricted by gender. For example, Yohji Yamamoto uses the concept of men's wear to design women's clothes. He uses some clothing elements such as wrapping, folds as well as classic tailoring to cover the curves of the body, which is a typical unisex dress [1]. More women will buy gender-neutral clothes with a sense of design, which visually communicates that she has male desires, independence and equality. Such genderless clothing not only gets rid of gender stereotypes, but also shows people's spiritual independence and social tolerance in today's era [2]. By studying the characteristics and prospects of genderless clothing, it can help people sort out the success factors of this unique style of clothing and the ways that can be innovated in the future. This article is divided into two parts, respectively expounding the characteristics and development of non-sexist clothing, as well as the prospect analysis and marketing factors of non-sexist clothing. The author hopes that this research can provide some contributions to scholars who study this field in the future.

2. The Characteristics and Development of Unisex Clothing

In this chapter, the article mainly describes the background and development of Unisex Clothing, and explores the influence of the form and material characteristics of Unisex Clothing and its clothing through three brands.

2.1. The Background of Unisex Clothing

The background of contemporary unisex clothing is more and more extensive, showing people's openness and tolerance, self-expression and information exchange. As the improvement of time and technology, the exchanges between countries become more, and the acceptance of ideas are also more and more extensive. Unisex clothing breaks down gender boundaries and makes the world more open and inclusive. The first ladies' pantsuit designed by Coco Chanel at the beginning of the last century broke the gender taboo that women could only bind their bodies to skirts for hundreds of years. It was generally regarded as the beginning of non-sexism, and more people accepted this new thing and sense of fashion. In 1966, Yves Saintlaurent, inspired by men's dresses, reshaped the gender concept in the fashion industry with the first female Smoking garment "Le Smoking", which became a symbol of women breaking free of gender shackles under the trend of feminism. The world is becoming more harmonious and tolerant. Human are not bound by their gender, and the color and texture of unisex clothing is just the opportunity to express themselves. In addition, some clothes can show some information communication. For example, when a person wears a minimalist shirt, it shows that person likes simple and concise colors, it doesn't mean that only men can wear shirts, so unisex clothes are talking, they're vivid and they're communicative.

With the development and changes of The Times, the advantage of unisex clothing in the market is getting bigger The discussion about "gender equality" and "gender freedom" is becoming more widespread, and people are becoming tolerant and accepting of sexual orientation. There are more people with different orientations around the author, and people become more open and no longer treat them with strange look as before. People who discriminate against them in life are also greatly reduced. Everyone begins to respect each independent individual. There are also more people who find their shining points, such as being more careful and having a higher level of aesthetic opinion. Unisex clothing means that men and women wear the same clothes, and the gender boundary is blurred, so it is more comfortable to wear and not limited to some groups. The clothes worn by girls can also be worn by boys, and girls can also wear more comfortable, simple and loose clothes. Girls wore Oversize men's jackets and suits, boys wore silk scarves and bow ties, floral embroidered coats and shoes, and all elements and designs could be applied to both genders.

2.2. The Development of Unisex Clothing

Now unisex clothing brands are developing in the market [3]. The first is a relatively new brand, the brand created in Italy and Milan called PRONOUNCE, PRONOUNCE is founded by Yushan Li and Jun Zhou in 2016. Yushan graduated from MA Fashion in central saint martins. The brand has won many awards in the past five years, so the two main designers are both talented. The theme of this brand is "NOT JUST A LABEL", which also means that the style of the whole brand is genderless. Through some pictures of the show, the clothes are presented in simple and loose form, and the colors are mainly dark, such as black, white and brown. It is also favored by many young people [4]. The second is a well-known brand called BOSIE. It was founded in 2018, and this brand has long established the design of "non-sexism", which also means that the target population of this brand is broader, and the price is medium-high. What's remarkable about this brand is that its hue is not limited to the stereotypical colors that people tend to neutralize. This autumn and winter, the sweater colors are very bright. It brings vitality to the brand. Calvin Luo founded his eponymous label in 2014 following a two years study at Parsons in New York City. The label has predominantly shown womenswear collections epitomized by the blurring of boundaries separating menswear and womenswear. Calvin Luo launched his first stand-alone menswear collection for Spring/Summer

2019. Luo likes to put a spin on a temporal reference. His collections have explored the subcultures of '50s-era Americana', the dazzling '70s' and a 'Virgin Suicides' tainted '90s suburban America'. From these time vignettes always emerges a strong and focused story, which has helped to position himself in the foreground of the new and exciting Shanghai fashion scene. This brand also focuses on simple and not complicated versions to describe their own vague gender theme.

In fact, the same design can be seen in all three brands featuring non-sexism. Gender neutral clothing design is a bit more neutral, generally choose to use simple colors to create a comfortable and natural style, the color is very simple and clear. At the same time, unisex clothing design style is relatively simple, unisex clothing tailoring is very smooth, without redundant lines, simple, powerful, comfortable and generous. Through gender-ambiguous garments, the fabric choices were soft, such as linen and cotton. In contrast, the women's or men's version will have a distinct complexity and a definite size. Gender-neutral clothing is to de-blur these two things through loose version and low saturation of color, and in gender-neutral clothing, too much lace will not be added, because it will show femininity. This form of clothing is mostly neutral and receptive. Art has no boundaries, so called clothes are for people to wear, not for gender. It is certain that there will be more non-sexist brands in the future.

3. The Prospects and Success factors of Unisex Clothing

Non-sexist clothing has great potential for development in today's market, and it is also a vane that many clothing brands are gradually building. The lines between men's and women's wear are blurred, no longer stereotyped, no longer conceptualized. In recent years, everyone from Gucci's design director, Alessandro Micheli, to LVMH's award-winning upstart designer Masayuki Ino has demonstrated this. The silhouette of men's suits combined with women's coats shows that women today are more independent and self-reliant. The lace element, which used to represent women, has been gradually applied to men's clothing [5]. This is mainly because in recent years, with the circulation of Internet information around the world and the people of the Z generation, their minds have become open and inclusive. Thirdly, many of the designers currently working for international fashion brands are from sexual minorities, and they also promote the influence of non-sexist styles through clothes that blur gender stereotypes. In addition, the non-sexist style is also the one with the most development potential in the current clothing market. It is suitable for different classes, different people and even different countries.

At the same time, without sexism, clothing represents a new dimension of beauty, an inclusive art form where humanity meets humanity [6]. For example, Off-White™ is launching their first unisex beauty line, 'Cafeteria'. In recent years, the discussion about "gender equality" and "gender freedom" has become more and more widespread [7]. People began to diversify their gender preferences and become more tolerant of different groups. As a symbol throughout the history of gender liberation, dress can often intuitively show the results of reform. Therefore, in the current context, the development of this non-sexist clothing has created a considerable trend.

The trend of genderless clothing is mainly related to both the force of the social environment on the individual and the ideology promoted by the society [8]. From Dunn, when the social environment in which an individual lives is more inclusive of that individual, the more courageous that individual will be to express himself [8]. According to the survey report, the acceptance of the LGBTQ community in most parts of the world has been largely increasing decade by decade since World War I, and laws in most regions have continued to change to become friendlier and more favorable to the LGBTQ community. It follows that in most parts of the world, the LGBTQ community should be increasingly daring to express themselves in society, and this expression of self can be reflected in their clothing [9]. From Chen, at the beginning of this century, the famous costume designer Gaultier provided Hong Kong singer Leslie Cheung with custom-made costumes for his 2000 concert. As a male, Hong Kong singer Leslie Cheung commissioned Gaultier to design his concert costume in 2000, which was full of elements of women's clothing in the traditional sense, and caused widespread bad

comments in the society at that time. Society at the time was not tolerant of the LGBTQ community expressing itself through clothing, and men's clothing with elements of women's clothing in the traditional sense was not accepted in most cases, so naturally such clothing could not be mass produced and sold. In the first decade of the 21st century, with the development of communication technology, more and more people are exposed to and have a deeper understanding of genderless clothing, and the costumes of Leslie Cheung's concerts in those years are increasingly positively evaluated, and society is becoming more and more tolerant of genderless clothing. As acceptance grows and more consumers choose to express themselves by wearing genderless clothing, the production and sales of genderless clothing will grow. Furthermore, the change in values advocated by society has led to the development of genderless clothing [10]. According to Fu, most societies in the world today advocate gender equality and the spirit of freedom, and genderless clothing adapts to such social advocacy. Today, the line between male and female division of labor is increasingly blurred, and the dress code for work and social occasions is increasingly convergent, and the gender line for clothing is becoming increasingly blurred. Such an increasingly deep-rooted social concept has undoubtedly provided a good environment for the development of genderless clothing, and the demand for genderless clothing has been increasing. However, there is some resistance to the development of genderless clothing [11]. According to Song, from a historical perspective, societal perceptions of gender tend to be more tolerant in general, but there are different trends in the changes of gender perceptions between regions depending on factors such as geography, religion, and economic development. In the course of history, there have been cases where gender concepts have shifted from becoming lax to becoming more and more strict. A typical case in point is Iran [11]. From Song, under the reforms of the last Shah Pahlavi of Iran, Iranian society became more open and gender attitudes became relatively relaxed. Women in Iran enjoyed a liberal social atmosphere in the 1950s and 1960s, and society did not have excessive requirements for women's dress. Under such conditions, women were free to choose whether to wear traditional female clothing or masculine clothing such as pantsuits, and the market space for genderless clothing was relatively vast. However, when Iranian society entered the 1970s, with the outbreak of the Islamic Revolution, the dress of Iranian women was severely restricted and some garments representing women had to appear in women's outfit, such as the hijab. In this way, gender concepts instead became stricter and stricter over time, women's choice of clothing became less and less free, and the development of genderless clothing instead became more and more constrained as the times moved forward.

Based on the above factors, in the future development prospects of unisex Clothing, people can pay attention to clothing and social awareness. In terms of clothing, different brands can pay more attention to the color application and style of clothing, get rid of gender stereotypes, and allow people to choose their own style. In terms of social awareness, more innovative styles of clothing can be produced as society becomes more tolerant.

4. Conclusion

Unisex Clothing not only has special styles, but also can ideologically show social tolerance. Studying its future development prospects and influencing factors can help people design more innovative styles and show themselves through the characteristics of clothing. To sum up, this paper analyzes the future development potential of asexual clothing from two aspects: the advantages of asexual clothing itself in the market and the change of social environment. This paper first introduces the unique advantages of unisex clothing in wearing comfort, as well as the innovative leading role of silhouette and fabric, and gives examples through some clothing brands with strong unisex styles. Then the genderless clothing is compared with ordinary clothing, so as to draw the conclusion that genderless clothing has a higher matching degree among today's young consumers. Secondly, this paper describes the overall development of genderless clothing in the current market, that is, the development of objective help, environmental inclusiveness and some resistance. After that, the paper analyzes the social environment and draws the final conclusion that genderless clothing will develop

more rapidly in the future, and genderless clothing can achieve better sales in the future market on the premise of considering wearability. Because this paper lacks certain qualitative research methods, future scholars can pay more attention to in-depth interviews to understand people's views on unisex clothing and the future development prospects of clothing.

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