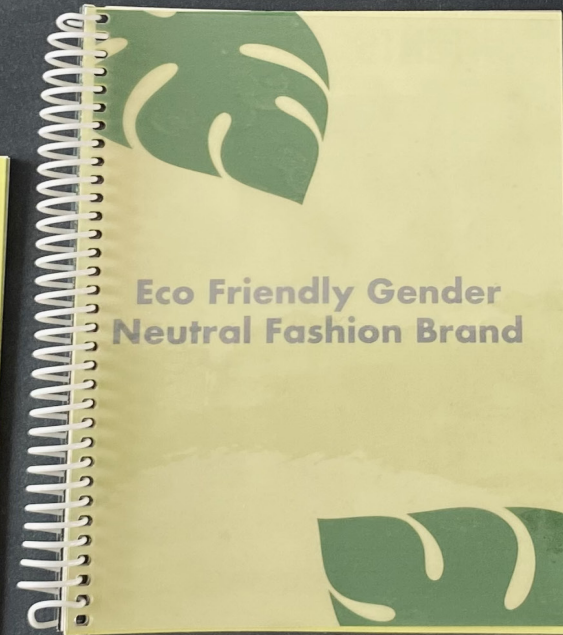
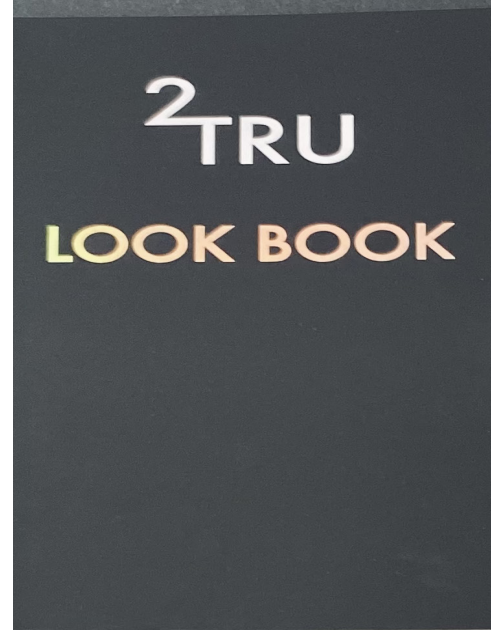


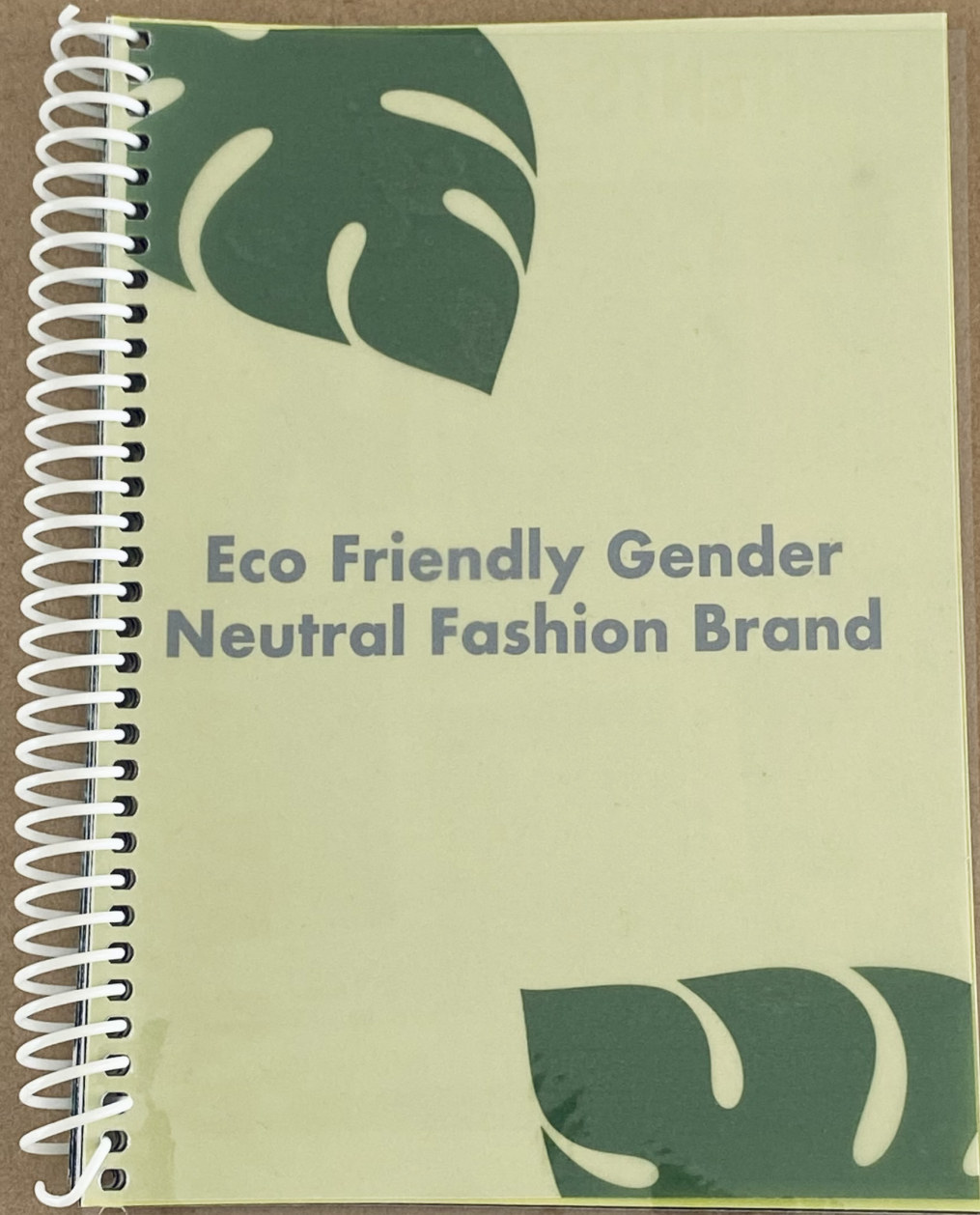
**MY  
FINAL OUTCOMES**





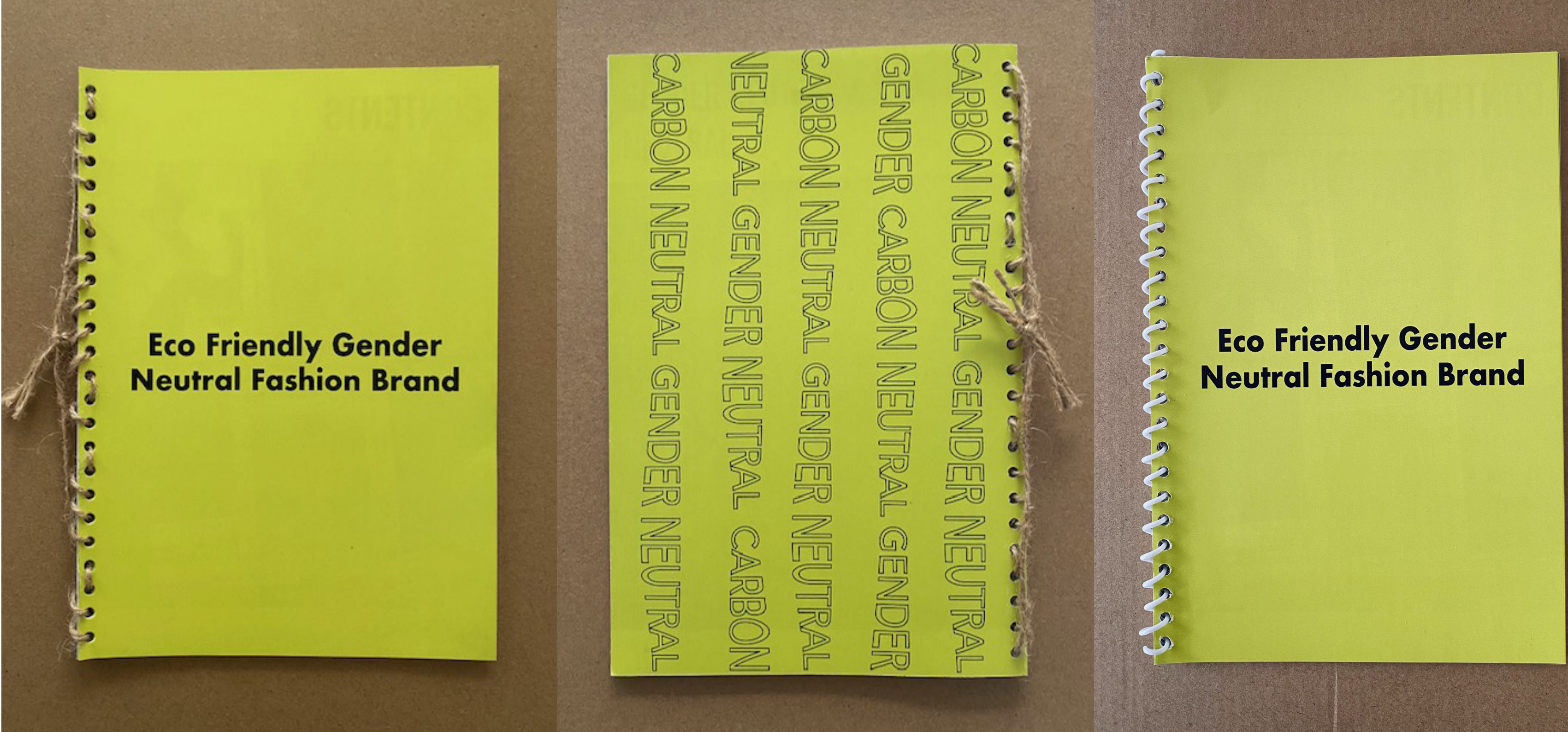
## FINAL OUTCOME 1 - INFO BOOK/ZINE

My information book/zine. Wiro bound with a tracing paper front cover. The information book/zine informs people about gender neutral fashion and how it began many years ago, as well as the advantages of both an eco friendly and gender neutral brand, and the damage fast fashion causes. I created three copies of these with different bindings, and without tracing paper.





The outcome on this page is the same as previously displayed however one is binded with jute string, and the other with a different wiros coil and also both without tracing paper.



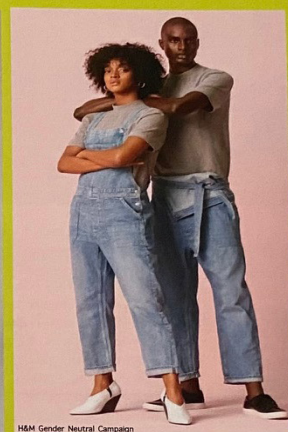


## AN ECO FRIENDLY GENDER NEUTRAL FASHION BRAND...

Throughout my degree, I have always been interested in branding, fashion editorial design and how brands are created and formed through the power of eye catching, creative and memorable design. As well as saving the planet as much as possible, being ethical in the way things are made and produced. Everything that is embedded and that goes into creating an effective brand, is made up of a variety of different elements. Such as photography, graphic elements, logo design, colour scheme, and the final products.



Selfridges Gender Campaign



H&M Gender Neutral Campaign



GAP Gender Neutral Launch



GAP Gender Neutral Launch

## MY AIMS...

My aim is to create an **environmentally friendly gender neutral fashion brand** which differs from others and includes excitement and variety - most gender neutral clothing brands seem too serious and often lack usage of colour. The two also are not usually combined together. Gender neutral brands are mostly unaffordable and eco friendly clothing brands are too over priced for the gen z generation.

I am interested in fashion and branding, as well as helping the environment and creating a platform/products within branding which helps the gen z audience to feel more confident and comfortable with who they are. In this day and age, social media and the internet portray fake lifestyles and unrealistic expectations which may trigger them into thinking that is how they must live their lives. Gender neutrality a topic that interests me since there are many reasons as to why it has been introduced, and many different ways it can be achieved. Both through fashion, clothing and in the way we brand and advertise.



## HOW GENDER NEUTRAL FASHION STARTED...

In feudal England, fashion followed class status. Male and female dress across class stratifications was very similar. It was only through the breakdown of feudal society into a market society - where men started to dominate the workforce - that clothing shifted into male and female categories. Gender-neutral clothing has a long history. Across the world and the millennia, items such as tunics and togas, kimonos and sarongs, have been worn by both sexes.

Male fashion revolved around shifting notions of the suit, while female dress remained aspirational and flamboyant; a marker of her husband's success." And it is largely since the early 20th Century, and the rebirth of the debate around gender equality and female inclusion in the world of work, that Western fashion has been marked by, as repressed desires to emulate the clothing styles associated with the opposite gender.

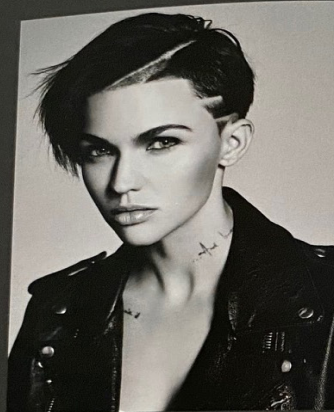
## HOW IT STARTED



The gender neutral movement mostly began in 1968 - it was the space age for fashion designers to create simple silhouettes, graphic patterns and different fabrics with no gender associations. Clothing was not always split along gender lines.



## CHALLENGING STEREOTYPES



Gender neutrality and fluidity is not really feeling you are at one end of the spectrum or the other. For the most part Rose does not identify as any gender. She states that "I'm not a guy; don't feel like a woman, but obviously was born one, so I'm somewhere in the middle" which is like being a mixture of both of the sexes.

She mentions that she has a lot of characteristics that would normally be present in a male then that of a female, however sometimes she may choose to dress "girly" but it doesn't change the way she portrays herself. It is about having the confidence in your own freedom in wearing what makes you happiest without the strict binary between who can and can't wear something based on their gender.

"You know what needs to stop just as much as homophobia, bullying within the LGBT Community... A 'bisexual' isn't just greedy.. 'Pansexual' people can be gay a cop out.. 'Straight' people can be gender huge advocates and identify as trans community... you can be gender without surgery, you can be whoever you fluid... in fact guess what... whoever you are and like spread the love and like and WE should constantly say we don't acceptance we receive."

17

## HARRY STYLES - THE FACE OF GENDER NEUTRAL FASHION

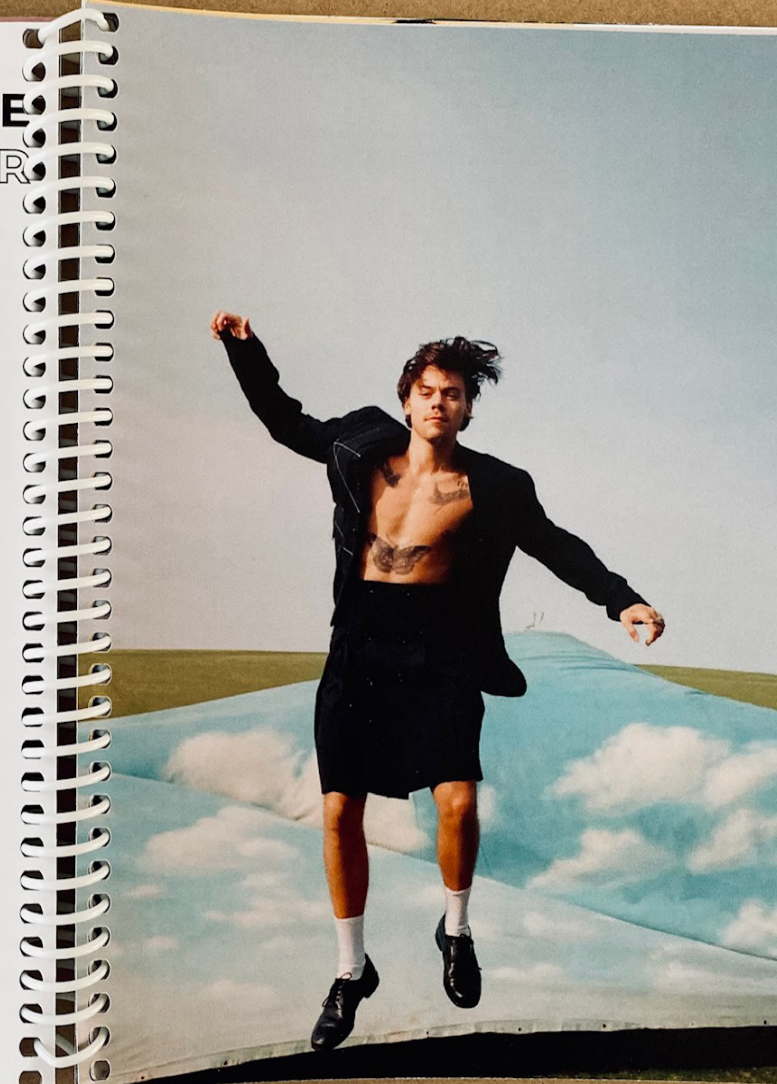
Harry Styles has centred his place at the vanguard of the movement. He believes that once you remove any barriers you are put into an arena which you can play. "I will look in shops and find myself intrigued by the women's clothing. It's like anything - anytime you put barriers in your life you are just limiting yourself." Generation Z has rejected the societal restraints previously put upon them and demanded to look beyond the binary.

**27%** of teenagers identify as non-conformist

**81%** of the Generation Z believe a person should not be defined by their gender

**56%** of Generation Z shop outside of their assigned gender

18

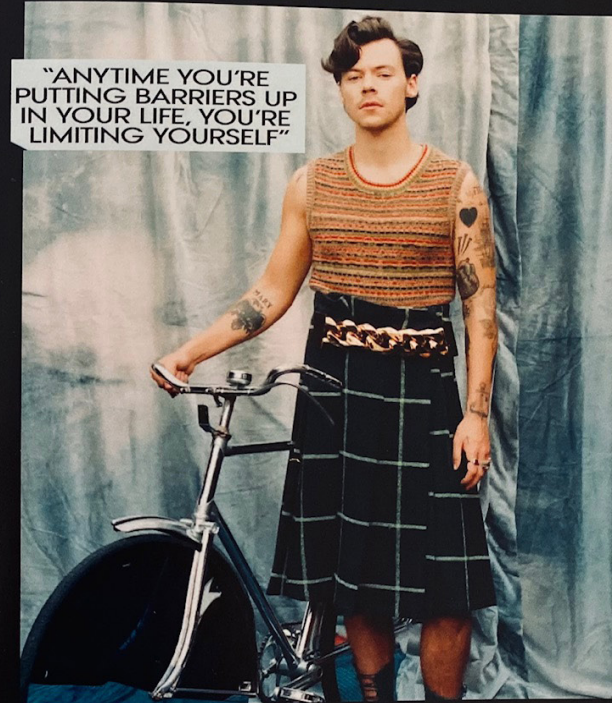


## THE FACE OF GENDER NEUTRAL FASHION



Styles believes that the barriers between what is considered men's and women's clothing are fading away in this day and age. Gender neutral fashion has been around for centuries and years ahead, however it is finally becoming more accepted in this generation and society where being yourself is vital.

20



"ANYTIME YOU'RE PUTTING BARRIERS UP IN YOUR LIFE, YOU'RE LIMITING YOURSELF"





1949/1950

During this era Gernreich was trying to get into the fashion industry, and began designing his own clothing line. He then designed costumes and gender neutral swimwear for particular designers. After his seven year contract with one of the fashion designers he was working with, he then founded his own company.

1960

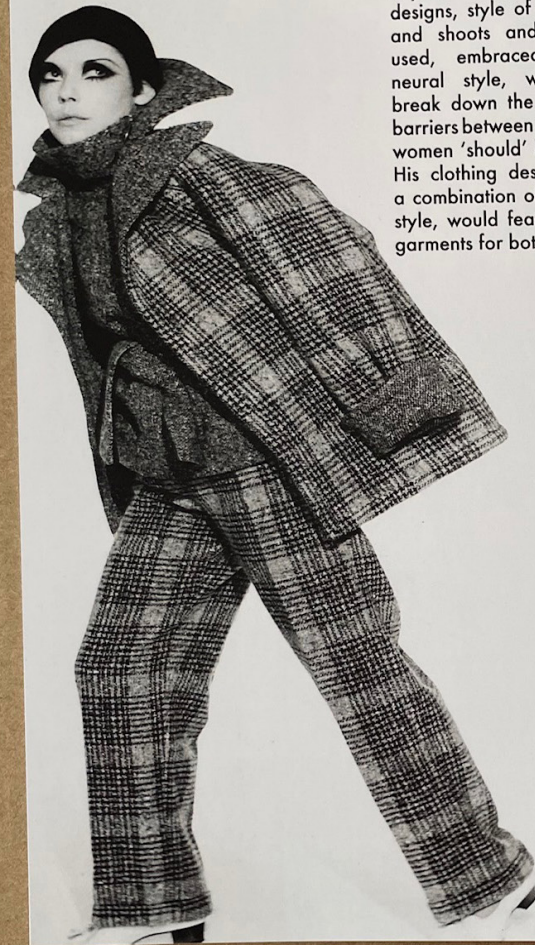
Gernreich opened his first showroom in New York, where he displayed his most popular experimental designs evolved into newspapers. He also designed the 'Moonbase Alpha' uniforms worn by the main characters of the British science-fiction television series - Space 1999. Pushing the boundaries of the futuristic look in clothing.

1971

Editors from 'Life' magazine asked Gernreich to design clothes in the future for their 1970 issue. He produced minimal gender neutral garments, as he wanted to create a "utility principle" that would take our mind off how we look and concentrate on really important matters instead. His main motive was to create designs for the 20th century and beyond. I think his movement is another reason for how today's fashion is the way it is.

1970

Gernreich was against the sexualisation of the human body and that notion. He developed strong feelings about this and disagreed with religious and social beliefs that the body was essentially shameful. He approached fashion as a social commentary, and realised that he could express his thoughts and beliefs through clothing and fashion.



Gernreich began this gender neutral approach before anyone else. His clothing designs, style of photography and shoots and his models used, embraced this gender neutral style, which helped break down the stereotypical barriers between what men and women 'should' have to wear. His clothing designs featured a combination of function and style, would feature the same garments for both genders.



"Clothing will not be identified as either male or female... women and men will wear skirts interchangeably...the aesthetics of fashion are going to involve the body itself." - Rudi Gernreich

## WHY PEOPLE BUY FROM BRANDS...

In this day and age, the face behind any product whether a blog, magazine or fashion brand etc, is just as important as the product itself. If someone was to buy a Chanel bag, they are buying into the creators lifestyle as much as the brand itself. Developing a brand therefore, should go hand in hand with developing a personal voice and point of view. There are many reasons as to why people buy brands and become attracted to them in the first place. This can all be due to **capitalism, wealth, luxury and emotions, brand loyalty** or perhaps **academic studies**

Many people feel the "need" to buy brands because they feel it will lead to social acceptance. Brands that are well known and popular for example 'Topshop', 'Gucci' and 'Tommy Hilfiger' are extremely popular to the point where everyone globally will instantly know what it is, when their names are mentioned just once. It is the reason why some people feel that buying from these well known and popular brands will instantly enhance and support their personal or professional image, and for some it does.

" Consumers today are buying a lot more than just a commodity "

(Marc Beckman, co founder of Designers Management Agency 2014)



## WHAT IS BEING ECO FRIENDLY?



Eco friendly and environmentally friendly have two different names but mean almost the same thing. Eco friendly is essentially environment friendly processes which is referred to nature friendly and green. Environmentally friendly and eco friendly are sustainability and marketing referring goods which claim to reduce minimal or no harm to ecosystems and the environment.

### REWEAR

Clothing that can be worn again is marketed worldwide as second hand goods.

### REUSE

Textiles that are no longer suitable to wear are converted into other products, such as remake collections or cleaning cloths.

### RECYCLE

Textiles that can't be reused get a new chance as textile fibres, or are used to manufacture products such as damping and insulating materials for the auto industry.

## WHY & HOW AN ECO FRIENDLY GENDER NEUTRAL BRAND?

Fast changing market trends and rising disposable products are motivating customers to buy more despite not having the real need for it. It is purely down to choice that the consumer is disposing of the same product which creates significant landfill and a negative impact on our environment. In order to meet the deadline and processing costs, makers of fast fashion frequently discard textiles classified as post production. Huge meters of fabric are wasted while cutting each piece, and a number of the fabrics are rejected due to weaving flaws, minor colour variations and stains.

My brand will be re using parts of textile waste for two of my products, a top design and a bag stitched using textile waste and other materials. In this way it will involve the gender neutral style and also be eco friendly, without using harmful chemicals or usage of water and non biodegradable textures.



## ECO FRIENDLY EXAMPLES



RECYCLED FABRIC



ANIMAL RIGHTS



REDESIGN CLOTHES



ORGANIC COTTON



NO PLASTIC

## ECO-FRIENDLY FASHION



ORGANIC COTTON CULTIVATION



FABRIC FROM RENEWABLE CROPS



ECO FRIENDLY MATERIALS



RECYCLED MATERIAL ECO FRIENDLY LEATHER



JEANS MADE OF REPURPOSED DENIM



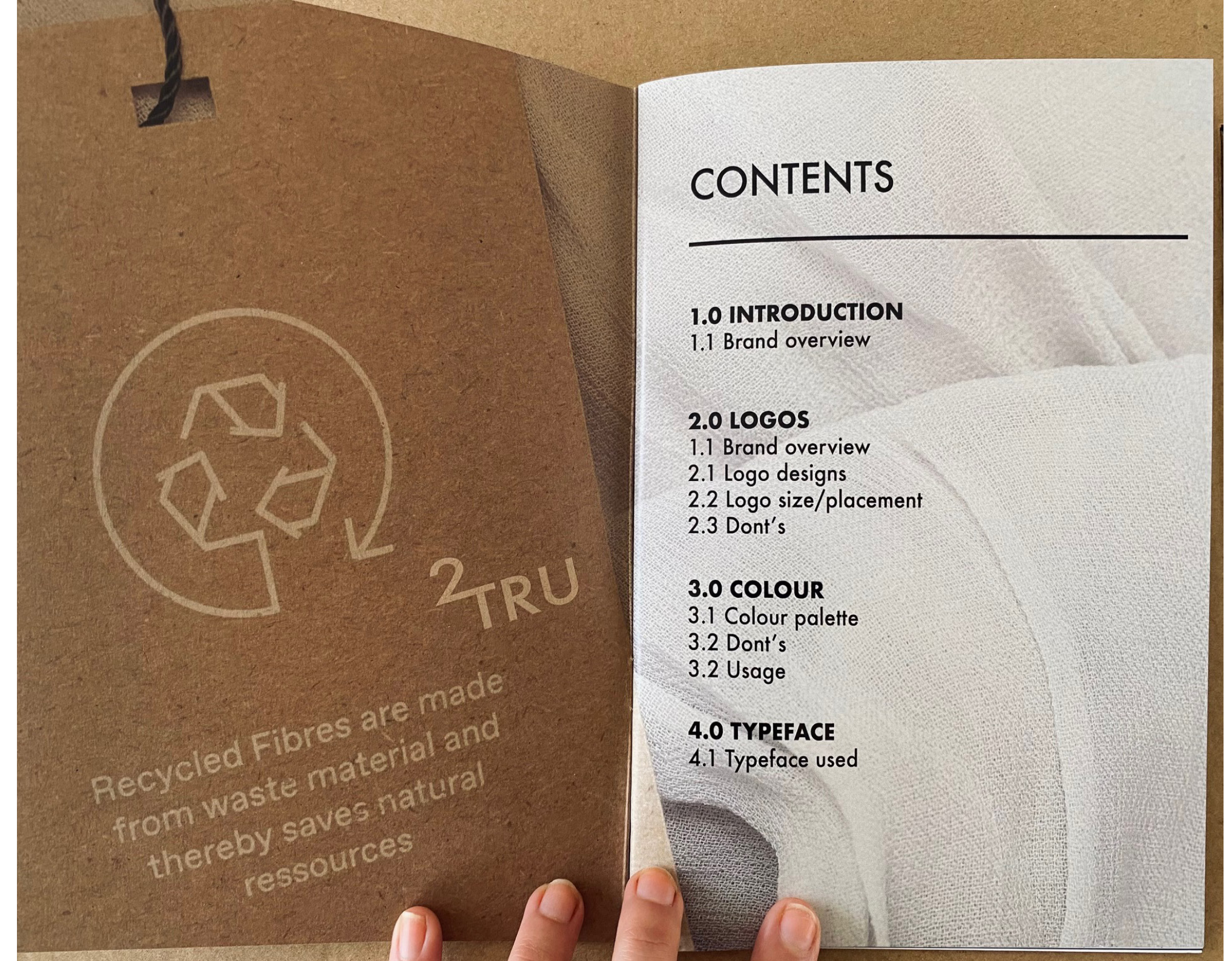
SUNGLASS FRAMES MADE RECYCLED POST CONSUMER WASTE

Being eco friendly involves cutting out a variety of negative effects which cause harm to our environment. My gender neutral clothing brand will involve re-using materials and textures to create other items of clothing. The textile waste materials will be free of animal cruelty, as well as minimising the use of plastics which fast fashion uses a lot of.

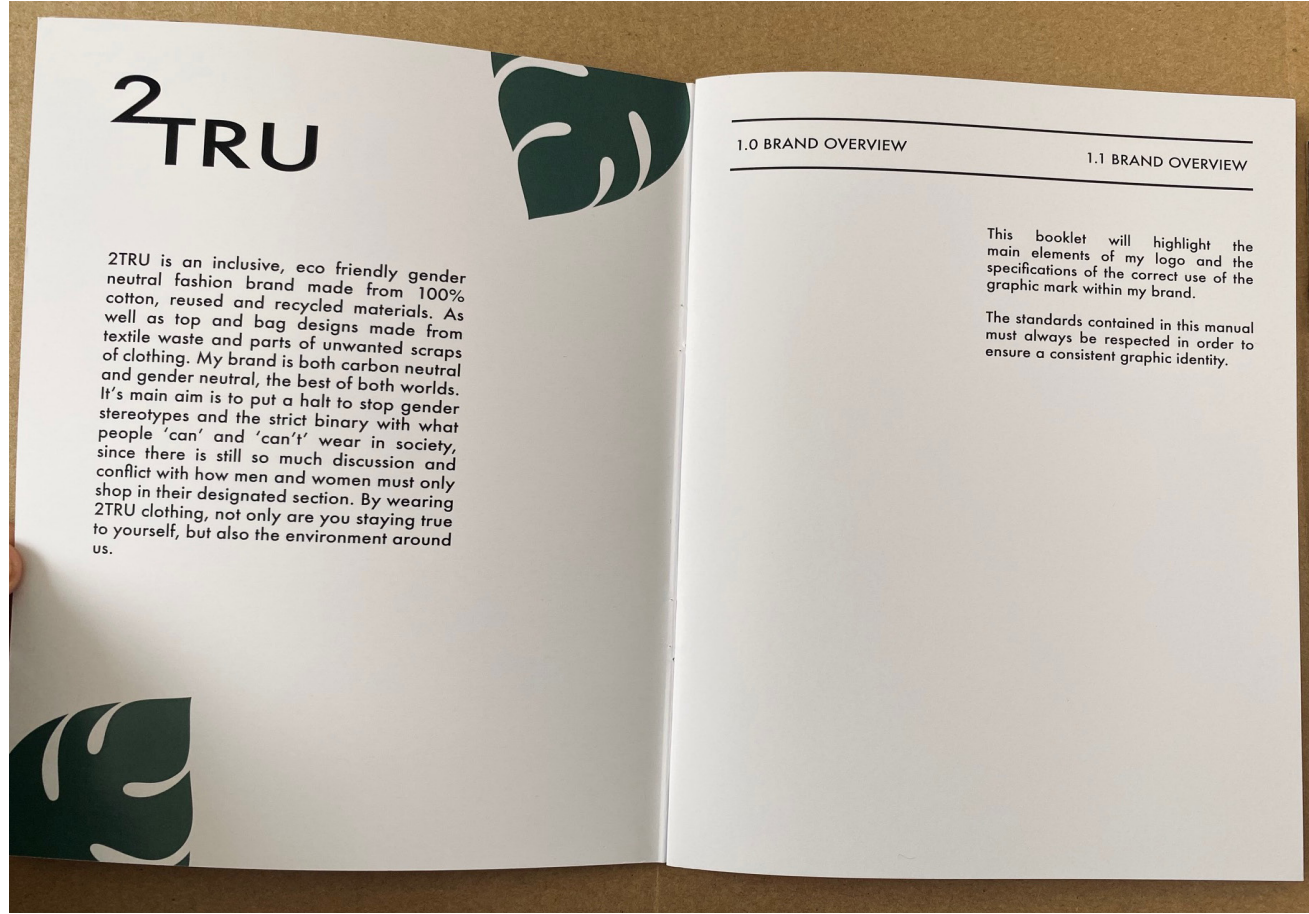


## FINAL OUTCOME 2 - BRAND GUIDELINES

*I also created a brand guidelines with a kraft front and back cover design, with recycled silk for the inner pages using the book room.*









3.1



CANARY YELLOW  
RGB: 255, 237, 95  
CMYK: 0, 7, 63, 0  
#FFEF00

APPLE/LIME GREEN  
CMYK: 76, 0, 76, 20  
RGB: 50, 205, 50  
#8DB600

JET BLACK  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
#000000

MEDIUM GREY  
CMYK: 0, 0, 2, 56  
RGB: 113, 113, 111  
#666666

WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#FFFFFF

3.2



PRIMARY LOGO

SECONDARY LOGO



USAGE

To the left displays the correct usage of my logo designs, and how it should appear and be displayed within my brand.





# DONT'S

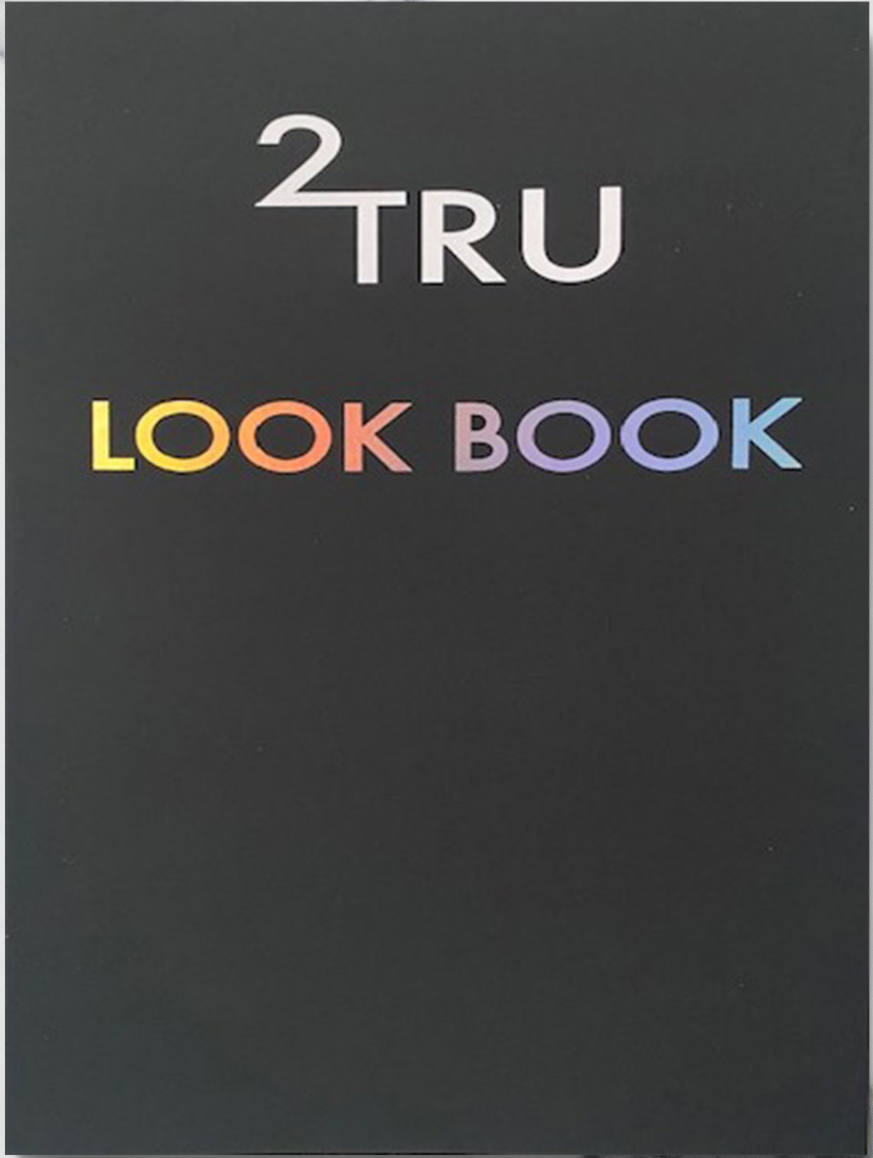
To the left are colours that my logo should not be used or appeared in, since it ruins the aesthetic and personality of my logo design within my brand.





**FINAL OUTCOME 3 -  
BRAND LOOK BOOK**

*I then created a look book for my brand. I directed and planned a photo shoot with models wearing my garments, and then edited the photos and created the layout. I also created a separate foiled front and back cover.*











## EXCLUSIVE COLLECTION

This exclusive t-shirt design is also made from recycled cotton and polyester/fibers which cause minimal harm to the environment. This t-shirt design features a smiley face symbol on the back to reinforce staying true to yourself and the environment, and adds an element of 'fun'. Highlighting the idea of breaking the gender norms - wear what makes you happy.

Also featuring a jet black t-shirt with a loop design reading 'future is now' enhancing the idea that we need to act now to save our environment as well as breaking free from gender stereotypes.









## HANDMADE COLLECTION

The handmade stitched gender neutral top design has been made to be adjusted and worn by anyone and everyone, and is inspired by the Gucci dress Harry Styles wore to help break down gender stereotypes and the binary. As well as to reinforce the idea that people should wear what makes them feel comfortable, and that clothing should not be gendered.



## ONE PERSON'S WASTE, ANOTHER PERSON'S TREASURE

Handmade and ready to wear, this tote bag was also made from complete textile waste and scraps of fabric. It has been stitched with new materials for the lining and body, as well as also adding a few features such as a silver loop made with faux leather for the front and back, and an old belt that had been thrown away to create the handle.





## FINAL OUTCOME 4 & 5 - TOP & TOTE BAG DESIGN

*I created a handmade top and tote bag design both using textile waste and scraps of unwanted materials and fabrics. I wanted to create a couple of garments by hand from reusing material to further enhance the idea of an eco friendly gender neutral fashion brand.*





**FINAL OUTCOME 6 & 7 -  
TSHIRT DESIGNS**

*Photos of my t-shirt designs  
with logo designs on the  
front and back. Made from  
recycled cotton/fabric.*









**FINAL OUTCOME 8 -  
CLOTHING TAGS & LABELS**

*Photos of my stitched tag with my logo on, and clothing labels I made from recycled card.*







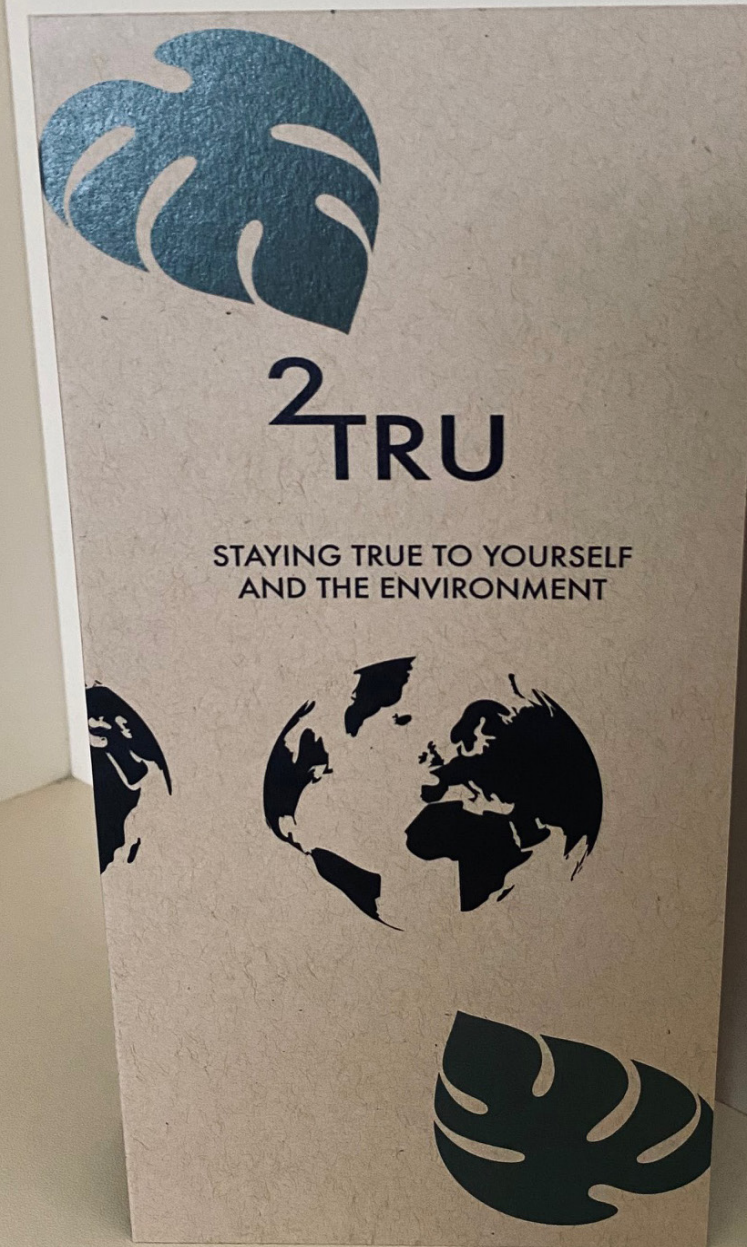
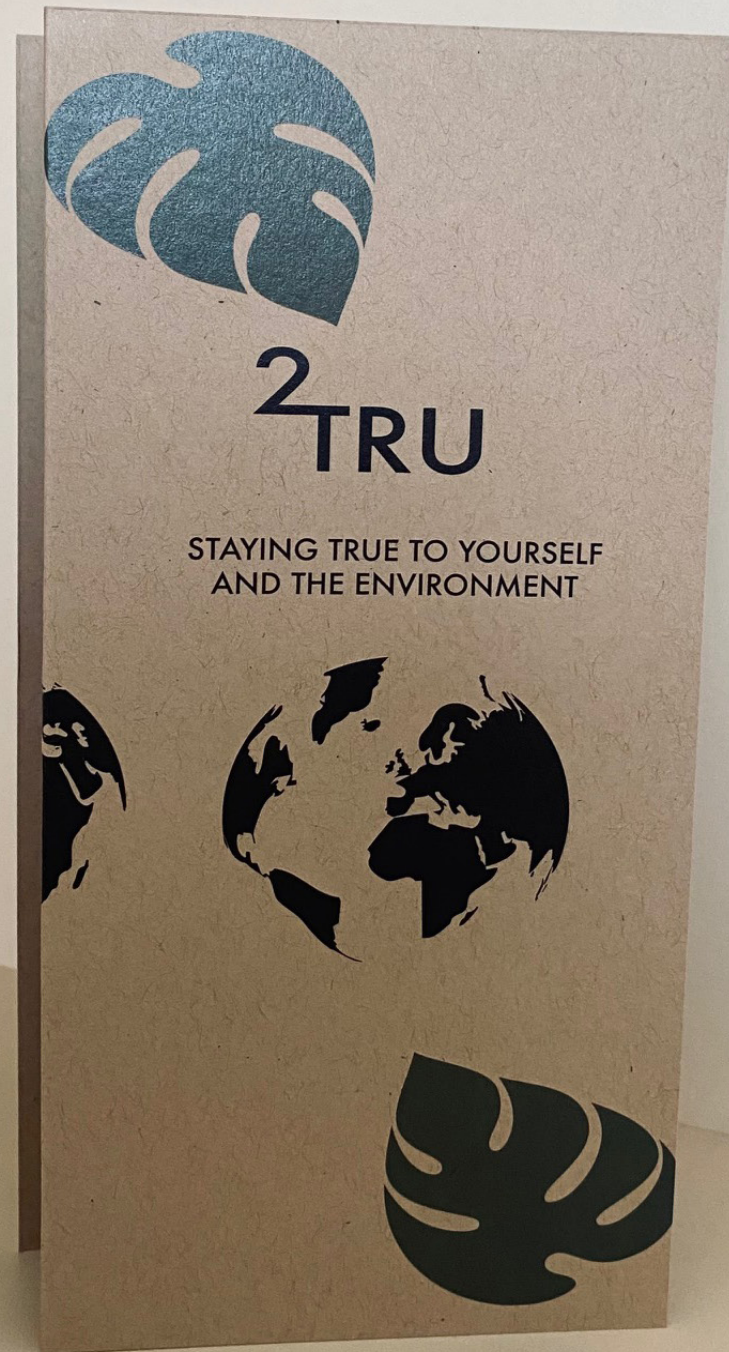






## FINAL OUTCOME 9 - FOLDED LEAFLET/BROCHURE

Laslty, I created a brochure on kraft paper, (the most eco friendly uncoated paper) to inform people about my brand and the effects fast fashion has for our planet, and most of the fashion industry in general.





## HOW OUR PRODUCTS ARE MADE

RENEWABLE, PLANT - BASED, OR  
EXISTING MATERIALS THAT CAN BE  
REMADE AGAIN AND AGAIN...

### RECYCLED COTTON

Recycled cotton is repurposed from things  
that would otherwise end up in landfill, such  
as fabric scraps or unwanted clothes. Same  
clothing, without the environmental impact  
and damage of pure cotton.



### DEADSTOCK & VINTAGE

Deadstock is leftover fabric from other  
designers and brands, in other words  
textile waste. Vintage is reworked clothing  
from wholesalers. Remade and  
remanufactured clothing can save more  
than 13,000 pounds of CO2 emissions per  
person, per year, and may not have even  
been worn by anyone.



The release of toxic byproducts  
into our environment

Putting workers & wearers at  
risk

Excess water usage

Inefficient energy processes

For years, the fashion and dyeing industry  
have been failing chemistry class, and have  
been lacking in:



# 2<sup>TRU</sup>

STAYING TRUE TO YOURSELF  
AND THE ENVIRONMENT



## HOW OUR

RENEWA  
EXISTING  
REMADE

RE

Recycled cotton  
that would otherwise  
as fabric scraps  
clothing, with  
and d

DEAD

Deadstock  
designers  
textile waste  
from w  
remanufact  
than 13,000  
person, per  
be



# 2<sup>TRU</sup>

STAYING TRUE TO YOURSELF  
AND THE ENVIRONMENT



NEUTRAL GENDER NEUTRAL CARBON  
CARBON NEUTRAL GENDER NEUTRAL  
GENDER CARBON NEUTRAL GENDER  
CARBON NEUTRAL GENDER NEUTRAL

Over 40 billion garments made each year  
are never sold

Textile waste is predicted to go up another 60%  
by 2030. Landfills are being filled with unsold  
clothes that have never been worn.



STAY TRU, BE U

