

Gender stereotypes-
choose an example
of fashion or design
that you feel is
respo...

[Art & Culture](#), [Artists](#)



Gender stereotypes: of the Sexualized and gender-stereotyped attires, products and services that are given to children are the central areas of concern and especially for parents. I think this is a fashion that responds to stereotypical ideas of gender in particular relating to clothes that are sold to children. It can be a great dilemma to parents who especially want to raise their children in a manner that reflects and mirrors the culture and custom of a certain society where certain things are not acceptable. These clothes seem to be very inappropriate for children because of age and their tender hearted nature. For instance, some of the clothes have evocative catchphrase (slogan) and a connotation of adult sexuality. These clothes comprise of bras, short skirts, and high heeled shoes with lace and animal prints (Challenge the media, 2014).

In addition, gender- stereotyped clothes is the main concern due to classification; they are sorted out in pink or blue as well as the feminine clothes for little girls and the army or sports clothes for boys together with the make-ups and accessories targeting girls. This makes it difficult for parents as children mind are set in search a way that they can only accept what they think is right for them as a boy or a girl. They even go to an extent of refusing to wear some of the clothes that are bought for them and even mock each other depending on the type of a cloth they are wearing(Bailey and Great, 2011).

According to John Berger in the ways of seeing “ men act and women appear” Cited at Cranny, 2003 pg 140) . and so the manner and which a girl child will act matters most to her than how a boy child will be. In addition, the stereotypes have some conflicting factors especially when applied to

certain social group due to their conflicting characters (Cranny et al, 2003).

Therefore, the products and the clothing that have adult connotation are not so good for younger generations, and it is essential to put the parent concern at heart before marketing the clothes. Moreover, Gender studies and in design and fashion challenges certain beliefs and stereotypes and so the textile fashion and industrial design should be reconsidered in order to erase the conflicting issues creating concern for parents who have responsibility of raising children in the contemporary world (McDermott, 2007).

Due to concerns indicated above, my main focus is to find the following information about the sexualized and gender-stereotyped clothing (Bailey and Great, 2011).

Is there any clearer evidence for the negative impact of gender stereotyping than for sexualisation?

How big is the market for sexualized adult clothing and clothing with sexual slogans?

In the stereotyped clothing, how explicitly friendly and systematically family friendly are they?

Is there any concrete evidence from other researchers suggesting that the gender stereotyping in products influences the children behavior be it positively or negatively.

How influential is the color of pink for girls' product. Precisely is the gender preferences strongly driven by biological aspects and normal for healthy development of gender identity?

Are there any recommendations which are made in regard to gender stereotype of products?

Will the stereotyped product continue to exist and create a booming business as long as there is consumer demand? (Challenge the media , 2014).

References:

Bailey, R., & Great Britain. (2011). letting children be children: Report of an independent review of the commercialisation and sexualisation of childhood. London: TSO.

Challenge the Media, (2014). End the Sexualization of Girls and Young Women in Mainstream Media: Retrieved on 5th of February 2014 from

Cranny-Francis, A, (2003). Ways of seeing: USA. Macmillan.

Cranny-Francis, Warring W, Stavropoulos, P & Kirkby, J, (2003): Gender studies Terms and debates. Basingstoke: Palgrave Macmillan.

McDermott, C (2007). Design: The key Concepts. London. Routledge.