

# Will genderless fashion change retail

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Genderless Fashion Changes are possible as evidenced by Alessandro Michele's women's wear (Gucci), that every person had eyes on it previously. Michele has tried in vain to renovate the brand based on François-Henri Pinault, the chief executive who noted that there should be new shows. However, Mellery-Pratt noted that the solution to Michele's problem was the creation of a fashion show runway that accommodates women and men. Both sexes should have similar tailoring, cut-glass cheekbones, and shoulder-length locks. Some companies are adopting the strategy of dressing both sexes in a position that is quite impossible to make a difference between them. Additionally, gender fashion is becoming the norm in many fashion centres.

Many people in the fashion industry are wondering whether the genderless mode of fashion will apply in the retail industry. Some, however, are quite confident that people will do away with gender codes that have been considered for many years. For example, some women go for Givenchy men's collection. On the other hand, men have been found eyeing and buying brands for women such as the Celine.

Traditional demographic segments such as location, age and gender no longer applies in the fashion industry. The fact is that many people are creating their brands that are not dictated by traditional demographics noted earlier. For example, it has been noted that close to 30% of menswear are genderless. However, research shows that women, many of them, go for men's clothes. Despite the move by both sexes to any store regardless of their gender, there is a problem of size. For example, with both sexes going for the same product, it is quite complicated to tell their sizes based on

specifications such as medium size. The future is, however, bright for a genderless fashion. This can be noted from a few things that women and men share such as makeup (Mellery-Pratt).

Picture A

Picture B

Picture A and B shows men dressed on women fashion. Those are some of the strategies called by François-Henri Pinault, the chief executive who noted that there should be a change in the industry. Women have, for many decades dominated the fashion industry. The solution to Michele's ailing industry is having both sexes on the runway. They should also have fashions with some similarities. As noted from the two pictures, the two men are dressed in women's fashion. This is a change that has to go beyond the fashion industry to retail centres. Some fashion centres have tried the strategy of having women and men models. Saint Laurent is one that features women and men models.

Picture C

Picture C above shows a woman dressed like a man. This is a change that is pointed out from the article. Women are found buying men's brand or women are found in men floors in search of men's tailoring. A picture also reveals a change that is common in many places. It is because people are defining their methods of dressing. Unlike previous times where they created their identities based on their place, age and other traditional segments.

### Work Cited

Mellery-Pratt, Robin. " Will Genderless Fashion Change Retail?" The business Fashion 26 February 2015. Web. 13 March 2015.