

UNIVERSAL APPEAL: AN UNISEX COLLECTION FOR ALL BODY TYPES (TOP WEAR)**Jeevasriyarsi N^{*1}****Kowsika B²****Pavin C³****Pavithra Shen G T⁴****^{1,2,3,4}Department of Fashion Technology, Bannari Amman Institute of Technology, India****ABSTRACT**

Unisex clothing refers to clothing that is designed to be worn by people of any gender. This type of clothing is meant to be inclusive and offer a more flexible and versatile wardrobe option. Unisex clothing can range from simple and basic items like t-shirts and jeans, to more specialized items like sports jerseys or work uniforms. While unisex clothing can be a convenient and practical choice, it can also present some challenges, such as difficulty finding a good fit, inappropriate for certain social situations or dress codes, and potentially not being fashionable or stylish. One of the main issues with unisex clothing is that it may not always fit well on people of different genders. This is because men and women often have different body types and proportions, with differences in the shape and size of their shoulders, chest, waist, hips, and legs. Unisex clothing is typically designed to be a one-size-fits-all solution, which means that it may be too baggy or boxy on women, or too tight or short on men. This can make it difficult for people to find unisex clothing that fits well and is comfortable to wear. So in this project we are going to create design collection for top wear that fits all body equally.

Keywords:

Unisex, gender, one size, fits, solution

INTRODUCTION

The term "Unisex collection" refers to clothing, accessories, or products that are intended to be suitable for both men and women, regardless of gender identity. Unisex clothing typically has simple, minimalistic designs with neutral colours and cuts that are meant to be versatile and adaptable. This type of collection blurs the lines between traditionally gendered clothing, allowing people to express themselves freely without adhering to gender stereotypes.

Unisex collections have grown in popularity in recent years as a result of the rise of gender-neutral fashion, which promotes the idea of dressing based on personal style and preference rather than societal norms. Many fashion brands and retailers have begun to create unisex collections in order to cater to this growing trend and provide customers with more ways to express their individuality.

One of the main advantages of unisex collections is that they give consumers more flexibility and choice, allowing them to choose clothing based on personal style and comfort rather than societal norms. They also provide a more sustainable alternative to fast fashion because they are more timeless and durable, and can be worn by multiple people regardless of gender.

Many fashion brands and retailers have also embraced Unisex collections, recognizing the demand for gender-neutral clothing and wanting to cater to a wider range of customers. Levi's, Converse, and H&M are among the most well-known brands with unisex collections. Overall, unisex collections are a positive development in the fashion industry, providing consumers with more options and flexibility while also helping to break down gender stereotypes in clothing.

Fit is one of the most common issues with unisex clothing. Unisex clothing is frequently designed to be loose and not tailored to any specific body shape, which can be unflattering for some people. This is due to the fact that unisex clothing is typically designed with the "average" body shape in mind, which can exclude people with different body types.

Unisex clothing is frequently designed to fit a variety of body types, making it difficult for people who fall outside of this range to find clothing that fits well. For example, if a person's frame is larger or smaller than the average unisex clothing size, he or she may have difficulty finding clothing that fits properly. To find a solution for this fit issues we are creating a design collection that one size fits all.

- UNISEX FASHION ORIGIN:

The origins of unisex clothing can be traced back to the 1960s and 1970s, when the fashion industry began to experiment with androgynous styles that blurred the lines between traditional men's and women's clothing. This trend was part of a larger cultural movement aimed at achieving gender equality and abolishing gender stereotypes. Designers such as Yves Saint Laurent, who introduced his iconic Le Smoking tuxedo suit for women in 1966, and Rudi Gernreich, who created unisex clothing designs such as the topless swimsuit and the unisex jumpsuit, popularised the unisex fashion movement. The popularity of unisex fashion was also boosted by the rise of disco culture in the 1970s, as dancewear and leisurewear styles became more gender-neutral.

Unisex fashion was embraced by a countercultural movement that rejected traditional gender roles and sought to express individuality and freedom through fashion. This movement was especially influential among young people who wanted to challenge social norms and push boundaries through their clothing choices.

Unisex clothing is still a significant part of the fashion industry today, with many designers and brands creating gender-neutral styles that are inclusive and accessible to all. Unisex clothing remains a symbol of individuality, inclusivity, and progressive values.

- FIT ISSUES

The fit issue in unisex collections is that the clothing is frequently designed with a gender-neutral or "one-size-fits-all" approach, which does not account for individual differences in body types and sizes. As a result, the clothing may not fit or be comfortable for all users. This can be especially difficult for people with larger or smaller body types, who may have difficulty finding clothing that fits properly. To address this issue, some companies are expanding their unisex collections to include a wider range of sizes and fit options. The fit issue in unisex collections is also related to the fact that traditional men's and women's clothing styles and silhouettes are designed with different body proportions in mind. Men's clothing is typically designed to fit wider shoulders and longer torsos, whereas women's clothing is designed to fit narrower shoulders, smaller busts, and curvier silhouettes. When these styles are combined into a unisex collection without adjustments to accommodate these differences, the resulting clothing may not fit well or flatter the wearer's body. Furthermore, some people prefer clothing styles that are more traditionally masculine or feminine, and they may not feel at ease in gender-neutral designs. To address these concerns, some companies are now offering separate men's and women's collections, as well as more gender-inclusive options designed to fit a wide range of body types and style preferences. Overall, the fit issue in unisex collections emphasises the importance of designing clothing with diverse body types and style preferences in mind. The above information are referred from "Fashioning the Feminine: Representation and Women's Fashion from the Fin de Siècle to the Present" by Cheryl Buckley - This book examines the history of women's fashion and how it has been influenced by changing cultural and social norms, including discussions of unisex fashion and the difficulties of designing clothing that fits a diverse range of body types and gender identities and Teri Agins's book "The End of Fashion: How Marketing Changed the Clothing Business Forever" examines the fashion industry and how it has evolved over time, including discussions of the challenges of creating unisex clothing that fits well and appeals to a diverse range of consumers.

- IMPORTANCE OF UNISEX CLOTHING:

Inclusion: Unisex clothing promotes inclusivity by removing gender barriers and providing clothing options for people of all genders. This is especially important for people who identify as non-binary or gender non-conforming and may feel uncomfortable wearing traditional men's or women's clothing.

Comfort: Unisex clothing is frequently designed with comfort in mind, with looser fits and softer fabrics that are more comfortable to wear than traditionally gendered clothing. This is especially important for people who have sensory sensitivities or prefer more relaxed clothing styles.

Versatility: Because it can be worn by people of different body types and styled in a variety of ways, Unisex clothing is often more versatile than traditionally gendered clothing. Individuals can invest in a few key pieces that can be worn in different contexts, making it a more sustainable and cost-effective option.

Expression: Unisex clothing can be a form of self-expression, allowing people to try on different styles and looks that aren't traditionally associated with their gender. This can be empowering and liberating, and it can help to challenge gender stereotypes and norms.

Accessibility: People shopping for clothing in gender-neutral or gender-inclusive spaces may find Unisex clothing more accessible. This is especially important for people who have felt discriminated against or uncomfortable in gendered shopping environments.

"Unisex: A Study in Sexual Ambiguity" by Valerie Steele - This book examines the history and cultural significance of unisex clothing, as well as how it has challenged traditional gender roles and stereotypes. The author also discusses the impact of unisex clothing on contemporary fashion and identity. "Gender Blending: Confronting the Limits of Duality" by Bonnie Morris and William J. Gehrhardt - This book delves into the history of gender blending in fashion and how it has been used to challenge traditional gender roles and promote inclusivity. The authors discuss the cultural significance of gender-blended clothing and how it has influenced contemporary fashion and identity.

- **TREND ANALYSIS:**

Consumer mood, behaviour, and purchasing habits are predicted using trend forecasting. Trend forecasting in fashion is an important tool for determining upcoming trends that will influence a brand's business and consumer purchasing power. Fashion trend forecasting is a collection of styling ideas assembled to bring out an emerging trend that will influence the fashion market.

So to attract our customer segmentation we did various trend analyse in vogue, elle, verve. Some of the cool trends of spring summer 2023 fashion trends are sheer joy, low rise waists, high octane sequins, cobalt blue, party bags, summer blacks, heart motifs, flower power, full on ringing, candy floss pink, soft shade tailoring. From this analysis I have incorporated some of the trends in my collection.

- **PATTERN MAKING**

Pattern making is one of the main aspect in developing collections. As my design collections are asymmetrical and developed based on trends it is little difficult to develop a pattern and sewing. The books how patterns work and pattern making for fashion design helped to make my preferred styles for my collection.

- **PHOTOGRAPHY PRINCIPLES:**

Photography is one of the most important thing that will enhance the aesthetic of the collection. The book design principle of photography helped me in various ways during my final photo shoot. Some principles that I used are rule of grids, another one is place the main object in the centre which will attract the other side of the person, then try different angles and final one is use props which bring the mood of the theme.

METHODOLOGY:

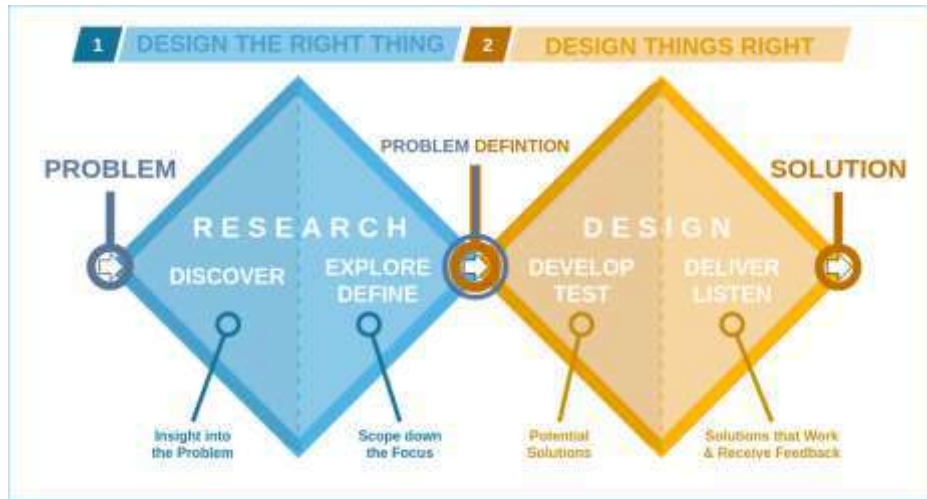
The word 'methodology' refers to the step by step activities to carry out to complete the work effectively and efficiently. Choosing right way doing a work is for very important any project. Double Diamond Model is chosen as method for design process to carry out the project. Double diamond Model (discover, define, develop and deliver) provides wide way to explore ideas and inspirations and take ideas to next stage in a proper manner without deviation.



Research about th ideas and inspiration started from Google to Instagram. After a deep research, unisexual plants were taken as inspiration to develop neuter garments without design variations. Now with the inspiration, we developed a inspiration board and decided to fix our mood as positivity and energy. With, the mood in mind, we developed mood board.

Now, the exploration phase I.e., design visualization phase starts with rough sketches ,where brainstorming is done. And design finalization of 3 out of 20 is done as a group for next stage(deliver)

In deliver stage, pattern making, sourcing and sewing of fabric into garment. And most importantly fit check is done in both male and female to ensure the aim and concept of the project.



• **PROBLEM IDENTIFICATION**

The fit issue in unisex collections is that clothing items are frequently designed with a "one-size-fits-all" mentality, which ignores the wide range of body types and sizes found in both men and women. As a result, clothing may not fit properly or be comfortable to wear. Furthermore, unisex clothing items may be designed with a more gender-neutral aesthetic, which may not be as flattering or appropriate for certain people. From survey the problem that we identified is majority of the people faced issues in fit and style.

PROBLEM STATEMENT	FACED SOME ISSUES	EVERYTHING IS FINE
How do you feel about fit and style of unisex clothing compared to clothing designed for a specific gender?	86.8%	12.4%

MATERIALS:

The costume requires fundamental materials like fabric, trims and accessories. The list are

1. Cotton fabric
2. Lining fabric
3. Pattern sheets
4. Threads
5. Bobbin and bobbin case
6. Zipper
7. Needle
8. Sewing machine
9. French curve
10. Measuring tape
11. Scale
12. Marker
13. Hooks
14. Buttons
15. Canvas

• **INSPIRATION BOARD AND MOOD BOARD:**

A fashion inspiration board is a real or virtual collage of photographs emphasizing a particular visual style. Our sources of inspiration are represented on the inspiration board. Here, our inspiration are unisex plants. Unisex plants and unisex clothing

are two very different concepts, and they are not typically compared to each other. "Unisex plants" is not a commonly used term, but it could refer to plants that have both male and female reproductive organs, such as some species of flowers. In contrast, unisex clothing refers to clothing items that are designed to be worn by people of any gender identity. While these two concepts are not directly comparable, they do share the idea of being gender-neutral or gender-inclusive. Unisex clothing is designed to be accessible to anyone regardless of their gender identity, while unisex plants have reproductive organs that are not differentiated by male or female. Both of these Concepts challenge traditional binary notions of gender and promote inclusivity and diversity.

A mood board is an useful platform that is used to convey concepts and visual ideas. It is a well-planned and thought-out array of images, materials, text, and so on that is intended to evoke or task a specific style or concept. Essentially, a mood board represents the mood of our collection.



(Figure 1: Inspiration board and Mood board)

- CLIENT BOARD:

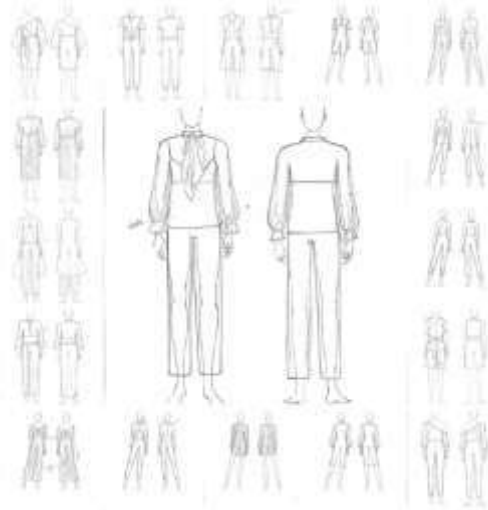
Client board depicts the customer segmentation of the design collection. Here for this collection is all genders who are under the age of 20 to 38 years. And they should be occupational women especially like influencers, models or actors. Their income must be above 60 k to 70 k per month. And their personality are Independent, confident, creative, fashion conscious and breaking stereotypes.



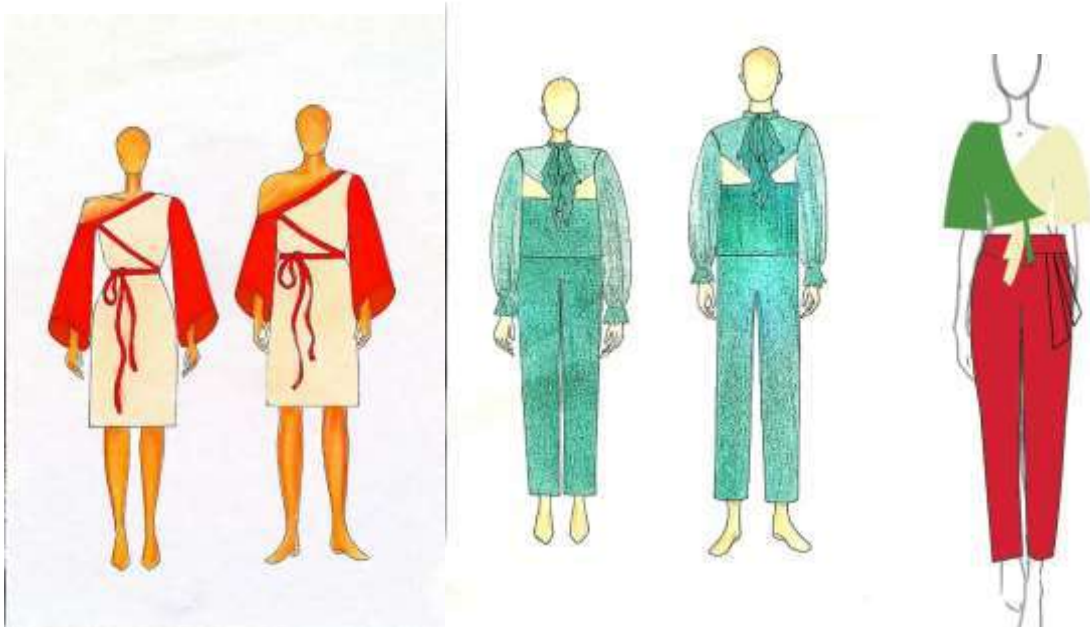
(Figure 2: Client Board)

- ROUGH SKETCHES:

Rough sketches are an essential tool in fashion design as they allow designers to visually communicate their ideas and concepts. Here are some of the rough sketches that we have designed for our design collection.



(Figure 3: Rough Sketch's)



(Figure 4: Final sketches with fabric colours implanting designs can me done according to the wish of user/clients)

The process of fabric sourcing happens with the help of final sketches to analyse the needed fabric type, GSM, Finishing, colours & quality. Here, design process ends and tailoring begins with measuring the user/ client who is going wear it and to be photographed in high fashion photography .After taking measurements, pattern need to be drafted with ease and seam allowance. Then, place patterns on fabric cut it out and sew using SNLS with 8 to 10 SP1 to have better seam strength of 30 IBS in woven fabrics, and 4 thread overlock to secure the raw edges from ravelling of threads. After finish sewing, fit check needs to be done and alterations are made from the feedback in fit check.. The model is photographed with all studio setup,

makeup, hairdo in high fashion mode to capture and reach the target audience and market, through the availability mediums like magazines, journals, and social media.

CONCLUSION

Unisex clothing is a type of clothing that is designed to be worn by people of any gender identity. While the concept of unisex clothing has been around for decades, it has become increasingly popular in recent years as part of a broader movement towards gender inclusivity and diversity.

While unisex clothing has the potential to provide greater accessibility and inclusivity for all individuals, it also presents some challenges related to fit and style. Clothing that is designed with a one-size-fits-all mentality may not fit all body types comfortably, and some individuals may prefer clothing styles that are more traditionally masculine or feminine.

And to rectify the issues related to fit we designed set of design collection (top wear) to make a change in unisex clothing as small part from our side through the project. Overall, the future of unisex clothing will depend on designers and companies' ability to create styles and fits that are truly inclusive and accessible to individuals of all body types and style preferences. As more individuals demand gender-inclusive clothing options, it is likely that we will continue to see new and innovative approaches to unisex fashion that embrace diversity and inclusivity.

ACKNOWLEDGEMENT

We wish to express our sincere thanks to Faculty guides Ms. Pavithra Shen G T for their constructive ideas, encouragements, excellent guidance and much needed technical support extended to complete our project work.

We are grateful to authors Rachel Tashjian in Vogue, Sarah L. Kaufman in The New York Times, Megan Liddle in The Huffington Post and Elizabeth Cline in The Guardian for their wonderful along with the features in their books. We express our sincere thanks to Mrs. Saranya D V (HoD & Assistant Professor II) for supporting us.

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