

FIGURES

FASHION



Figure 1 - Dior's advert 'Homme Masculino Eau de Toilette'

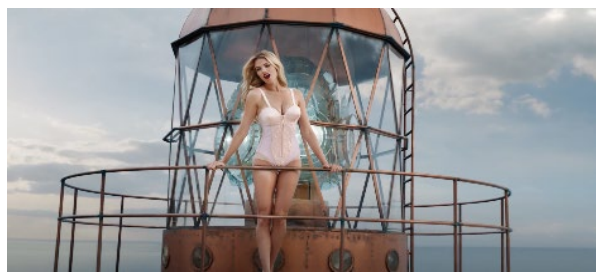


Figure 2 - Jean Paul Gaultier's advert 'Le Male'



Figure 3 – David Bowie, prominent fashion figure in the 1960s



Figure 4 - YSL 'Le Smoking Collection'



Figure 5 – JW Anderson’s clothing line for men and women



Figure 6 – Burberry advert alluding to androgynous models



Figure 7 – No Sesso Fall 2020



Figure 8 – Art School Spring Summer 2018 Collection



Figure 9 – Charles Jeffrey
LoveBoy Fall Winter 2019



Figure 10 – The Phluid Project



Figure 11 – The Phluid Project inclusive in-house clothing

BRANDING

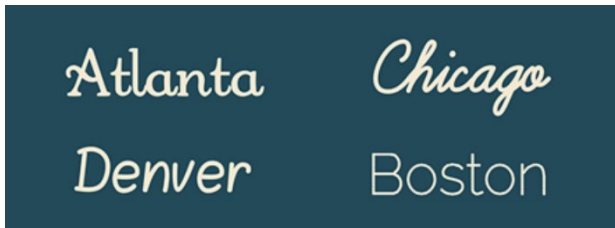


Figure 12 – ‘Feminine’ Typefaces



Figure 13 – ‘Masculine’ Typefaces



Figure 14 – Aesop taking a practical gender-neutral aesthetic



Figure 15 – Research Project BASIK packaging



Figure 16 – Brand logos which are transparent in their designs about the central values of diversity and inclusivity

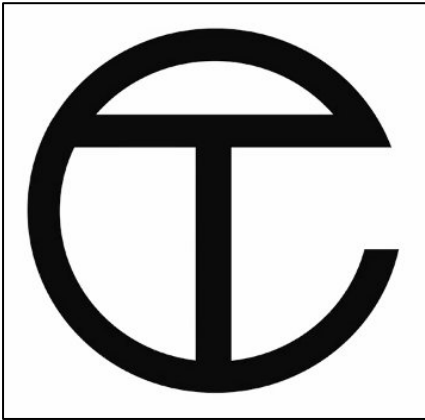


Figure 17 – Brand logos which are more inconspicuous in designs