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Intro to Fashion Studies: Rec  
October 2, 2018.

## Gender Portrayal Through Advertisements



I strongly believe that this advertisement breaks the gender norms of the society. In my opinion, this image raises questions in the minds of the viewers. Questions relating to the norms of the fashion world; the norms of perceiving a person's gender through the way they dress. We say that all men and women are equal, if so then why cannot men dress according to the latest bold fashion trends like women do, without getting judged or perceived as gay? The 'Dior Homme Taps Pet Shop Boys for Summer 2018' campaign tends to showcase youth and early manhood by portraying men on the right in a suit, jacket and a baseball cap, and the boys on the left in shorts, a suit jacket, pants and a sleeveless top. It almost feels like a comparison is being drawn between how men can dress and how the society wants them to dress.

The left part of the advertisement has a feminine appeal to it as compared to the more manly appeal of the right side. The white suit jacket, the sleeveless top, the necklaces and the trainer

shorts together make it very non binary and gender fluid. Thereby, breaking the gender norms of the society.

“I do not think about how my masculinity is perceived based on how I dress.

Surprisingly to us, gay and bisexual men were more likely than straight men to agree with these unmarked statements, perhaps because they may be accustomed to “passing” in a hegemonic, heteronormative world.”

Susan Kaiser, tries to mock the societal practices through the above statement. That is, she is referring to the practice of following whatever is dominant in the society. To be precise she is mocking the people who follow the dominant way of dressing or abide by the rules of the society, that includes the perception of associating blue with boys and pink with girls. The gender fluid outfits on the left side of the advertisement break these rules that Susan Kaiser is talking about in the statements mentioned above.