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ADAPTING CLOTHING TO GENDER-NEUTRAL DESIGN TRENDS

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The aesthetic characteristics of clothing are constantly evolving. Men's clothing differs from women's clothing in design, constructive characteristics and type of clothing form. The differentiation of clothing by gender is conditioned by anatomical, psychological particularities, traditions canonized by religious and cultural currents, occupations generated by the climatic zone and the type of materials used to make clothing. The process of globalization, equality in rights have led to a tolerant attitude towards gender differentiation. The adaptation of clothing to gender-neutral trends leads to the analysis of aesthetic codes and constructive particularities of patterns. The article will present a case study of the adaptation of clothing to gender-neutral trends.

Key words: gender-neutral, clothing, style, dress code.

INTRODUCTION

Today, gender divisions are often completely abandoned and many brands create exclusive gender-free clothing through inclusive styles without conforming to gender archetypes [1, 2]. Unisex clothing in the 21st century is promoted by brands such as: *IJJ* which in Japanese means "any wide-leg pants"; *Telfar* which founded a unisex line in New York in 2005; Mike Eckhaus and Zoe Latta founded *Eckhaus Latta* in 2011 which has been offering gender-neutral clothing for over 10 years; *The Couture Club* founded in 2015 known for its streetwear styles celebrates inclusive contemporary fashion through comfortable designs with urban notes; *I And Me* a brand founded in 2015 that encourages sustainability trends through authentic styles that can be worn by anyone all year round; *Big Bud Press*, a Los Angeles clothing brand, promotes itself through the use of organic materials and a huge selection of sizes from XXS to 6XL; *Jacq*, an eco-friendly and all-inclusive fashion brand, promises a discreet luxury clothing style, etc.

Unisex clothing is constantly on the rise, developing and introducing new visions in clothing aesthetics. The differentiation by gender conditioned by the anatomical peculiarities of the body, today is successfully solved by clothing of flat, wide, clear and legible shapes. The trend of universal size clothing has contributed to the adaptation of the size of unisex products for both genders, providing size recommendations for women and men, widely used on physical and online clothing labels [1].

PURPOSE

The study was conducted as a result of the analysis of the characteristics of gender-neutral style with the adaptation of aesthetic values to the clothing



collection. Modeling the collection's products in Style 3D offers the possibility of analyzing the aesthetic qualities and positioning the product on the female and male body.

RESULTS AND DISCUSSION

Throughout history, there are a number of examples where a clothing product demonstrates universal characteristics. The first mass-produced, very popular product with bisexual features are jeans. The phenomenon of unisex clothing appears in the mid-19th century, in Victorian England, due to the movement of activists who opt for practical clothing, liberation from the corset, but also the cancellation of various clothing restrictions for elite clothing (fig. 1).

Mid-19th Century Victorian England	20th century			21st century Unisex looks
	Early 20th century	Mid-20th century	St. 20th century	
The appearance of the first trousers for women, bloomers - tight shorts below the knee	Coco Chanel introduces elements of men's clothing into women's fashion	The development of subcultures led to the feminization of the male wardrobe. The emergence of unisex items	Unisex fashion is evolving, becoming an expression of personal style	Inclusive and equal fashion, developed through the desire for freedom of expression and individuality
The unisex phenomenon a symbol of the pragmatism of clothing form	Unisex fashion a symbol of male and female gender differences		Unisex fashion/looks a symbol of non-binary clothing	

Fig.1. History of the formation of the Unisex style

Unisex clothing is characterized by three main directions of development: when it brings together feminine and masculine aesthetic characters, when it intersperses masculine gender features in feminine clothing and vice versa. These three directions have been outlined since the 19th century until today. The history of the formation of the style is presented in Figure 1.

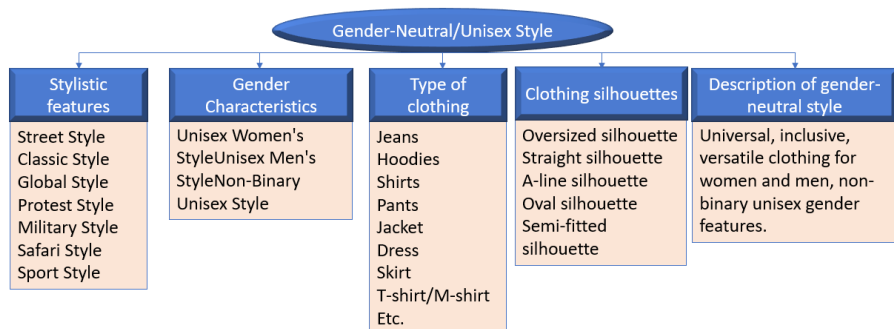


Fig. 2. Characteristics of gender-neutral style outlined in the 21st century



When in the 20th century, the 70s, David Bowie, by promoting the androgynous style, introduced the first characters of unisex clothing, timeless, versatile, expressive chromatic, sustainability, etc. characters were not imposed, which today have evolved into various stylistic characters (fig. 2). Figure 2 presents characteristics of gender-neutral style in the 21st century. "Genderless", "gender-neutral", "gender-fluid" or "unisex" are expressions that emerged as a result of the evolution of clothing style and form. Today, unisex clothing indicates a significant shift towards non-binary expressions in the fashion industry. The clothing style has accumulated non-binary clothing codes (fig. 3) that can be shaped into clothing sets, diversifying the assortment of clothing (fig. 4).

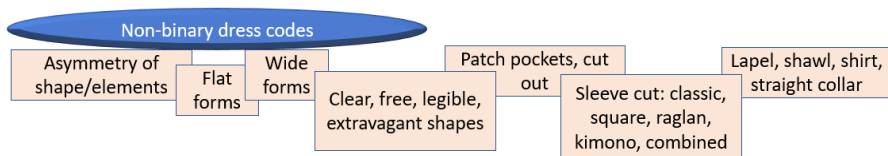


Fig. 3. Non-binary clothing codes used in clothing products in the 21st century

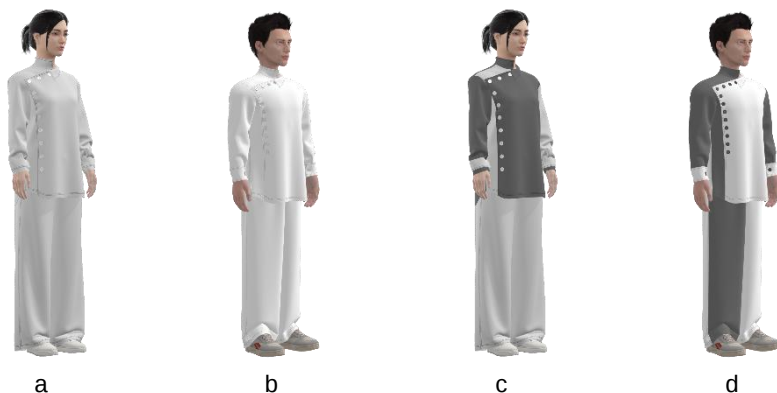


Fig. 4. The outfit from the unisex clothing collection made in Style 2D-3D. **a-b** – the shirt - pants outfit on a female and male figure; **c-d** – chromatic variations of the outfit. Developed by: Tcaci Doina, gr. TDCT-221.

Analysis of gender-neutral style characteristics, non-binary dress codes, fashion trends and wearer requests contributed to the development of the unisex clothing collection. The sets of the collection consist of shirt-pants, shirt-vest-pants,



shirt-jacket-pants. The clothing pieces in the sets are interchangeable, forming new clothing sets.

CONCLUSIONS

Gender neutral style has developed as a necessity of contemporary society. With the evolution of IT technologies, aesthetic values in clothing have migrated towards comfort, towards non-binary style and the appreciation of intelligent human qualities. Clothing differentiation by gender is more subtle given contemporary cultural values and the acceleration of the possibilities of accessing information of any gender.

Gender-neutral style starting with the 19th century and until now has evolved in three stages as: unisex phenomenon, unisex style and unisex non-binary style.

Gender-neutral style in the 21st century outlines: stylistic characters; three gender characters, the basic being the unisex non-binary style; various types of clothing and silhouettes.

Gender-neutral style in the 21st century highlights clothing codes characterized by asymmetry, flat, wide, clear, free and legible shapes, the frequently applied sleeve cut.

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АДАПТАЦІЯ МОДЕЛЕЙ ОДЯГУ ДО ГЕНДЕРНО-НЕЙТРАЛЬНИХ ТЕНДЕНЦІЙ ДИЗАЙНУ

Естетичні характеристики одягу постійно розвиваються. Чоловічий одяг відрізняється від жіночого за естетичними, конструктивними характеристиками та типом форми одягу. Диференціація одягу за статтю зумовлена анатомічними, психологічними особливостями, традиціями, канонізованими релігійними та культурними течіями, професіями тощо. Крім того, на властивості вбрання впливають кліматичні умови та тип матеріалів, з яких виготовляється одяг. Процес глобалізації, рівні права призвели до толерантного ставлення до гендерної диференціації моделей одягу. Їх адаптація до гендерно-нейтральних тенденцій в дизайні одягу спонукає до аналізу естетичних кодів та побудови викрійок, що представлено в даному дослідженні.

Ключові слова: гендерно-нейтральний, одяг, шаблон, дрес-код.