



PRESS RELEASE

Tackling gender issues, fashion stigma and abuse with a magic button

Monday, 25 April 2016

Gender neutral fashion is slowly making its mark in the industry with new lines from Zara and Levi's in the first months of 2016 alone, however only one fashion range is using its gender neutral line to tackle issues such as body shaming, identity issues and even sexual harassment, [Gender Free World](#).

Gender Free World (GFW) launched their first fashion line earlier this year designed for all people and all body types who are keen to wear non-gender specific clothing which is stylish, fits their form and ensures that their fashion choices are free from prejudice. With their first line of shirts, GFW have broken new ground in the fashion world by providing 21 unique variants within the range to ensure that no matter what your gender or body shape, you can find a shirt you like, in a style you want that actually fits you. This attention to detail in creating unique fashion design has proved to be one of the key successes for the brand.

Nel Margerison, Creative Director at GFW, said: ***"When we first started discussing shirts here at Gender Free World I was uncharacteristically committed to my long standing statement: 'I don't wear shirts'. The reason? Well to put it simply, tits, knockers, boobs, breasts, jugs... oh and really bloody big ones at that. By the age of 14, I was sporting an impressive G cup on a dinky size 8 frame."***

The issue surrounding shirts for women has been a long process for Gender Free World's core team as they had such varying experience with shirts provided by the high street. Some people found the frilly designs or classically feminine colours ostracised them from shirts while others found the cut of mainstream female shirts catered to a very specific body shape. However one of the most important issues for the team was how to tackle the issue of shirts gaping around breasts which for some led to uncomfortable fits, embarrassing exposure or more nefariously, unwanted roaming eyes.

Nel continued: ***"I noticed that often on women with larger breasts that shirts could really gape around the bust so you lose the fit or expose your boobs to everyone , so, we came up with the hidden-reverse button to stop that from happening. The button is a bespoke design which sits behind the splackett (the bit with all the buttons on), and is fastened from the inside preventing the dreaded gape but without generating any stretching or pulling of the material from elsewhere in the shirt. We've had such a positive response to this so far, it was obviously an issue for a lot of people and we're proud to be the ones to do something about it!"***

The clothing line has already been a huge success with fashion industry representatives, designers and customers alike and award-winning gender fluid writer Jack Monroe promoted the shirts on Instagram saying **“when I find something this good I wanna tell you”**.

The feedback so far has been overwhelmingly positive with individuals of different genders, sexualities and diverse body types and Nel believes this comes down to the fact that GFW are filling huge gaps in the fashion market. By listening to the issues of people who aren't catered to by the mainstream fashion industry they are able to address situations which can lead to sexual harassment, body shaming and other identity issues through fashion and image stigma.

Despite all the work she did designing the shirts and creating the 'hidden reverse button', Nel still thought of the shirts as fashion for people keen to wear non-gender specific clothing, not for herself.

Nel explained: **“I'd never seen myself benefitting and stitching up (literally) my tattered relationship with shirts. It wasn't until about a week after our shirts actually arrived and I buttoned up the shirt to demonstrate for my family and one of my children turned to me and said, “Mum that really suits you!” Suddenly, it started to fall in to place. When our customers started sharing their own stories it dawned on me that I was one of the ignored people on the high streets that we are designing for. My marred history with shirts was something others had suffered through too and we could now join together and wear shirts with pride. It may sound silly but it's truly exciting to know that we're providing something which is genuinely making a difference to people. I've already spoken to people online who are as excited as I am about our new Billie range designed specifically for people with big busts and the more people let us know their joy at finding something that fits, I realise that I was part of the story all along.”**

ENDS

Images: Nel Margerison - Creative Director for Gender Free World

The Hidden Reverse Button in action

Gender Free World Group Image

Digital media <https://youtu.be/6--llo09Cl4>. File available on request

Please contact us directly at hello@sea-pr.com for hi res images of all GFW products.

Notes to the Editor



Gender Free World – aka GFW Clothing

Gender Free World founded in 2015 by a consortium of like-minded individuals who passionately believe that what we have in our pants has disproportionately restricted the access to choice of clothing on the high street and online. What started as conversation about buying shirts that were essentially less feminine in their cut and colours, became an obsession with the highly gendered world of retail across the board. From

clothing to gifts, toys and toiletries, we are forced to define a gender before making purchases. The more apparent this became, the more bizarre but prolific it seemed.

We will source and sell manual workwear for smaller people and gender neutral kids clothes. We will also sell gender neutral toys and other goods as appropriate.

Manufactured in the UK - we are proud to be offering you British produced quality shirts.

Gender Free World, Unit E5D, Knoll Business Centre, 325-327 Old Shoreham Rd, Hove, East Sussex BN3 7GS

<http://www.genderfreeworld.com> / Tel: +44 (0) 1273 284482 / Monday –Friday: 9am - 6pm / Email: info@genderfreeworld.com

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