



## PRESS RELEASE

# Gender Free 'clothing without labels' a hit with LGBTQ market

Monday, 25 April 2016

UK based fashion start-up [Gender Free World \(GFW\)](#) are on a mission to dispel the outdated tradition of gender identity by providing clothing without labels for individuals regardless of their sex and so far they have received high praise from progressive LGBTQ fashion communities across the globe.

The new range of shirts has been heralded by celebrities, fashion bloggers, marginalised models and LGBT customers as a necessary addition for all people and all body shapes 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.

One of the company's first customers was award-winning gender fluid campaigner and columnist Jack Monroe, who described the Penguin shirt in '**Charlie**' cut by [Gender Free World](#) Clothing as being an excellent shirt with an excellent cut and with excellent customer service.

Discussing the inherent issues of shopping on the high street for someone who identifies as trans, queer or gender fluid, Jack added: ***"I know shopping outside of the gender binary can be a frickin' nightmare so when I find something this good [GFW's shirt] I wanna tell you."***

Gender Free World's clothes are unique in that they are devised, designed, and manufactured in the UK with the consortium working hard to ensure that their products aren't defined by gender and allow everyone to buy what they want regardless.

The launch event held in Brighton, England last month saw a high number of LGBTQ entrepreneurs and leading fashion and culture industry professionals including comedian Zoe Lyons and radio presenter Kathy Caton.

Brighton-based LGBT comedian Zoe Lyons was also enthusiastic about the GFW shirt she purchased which not only fitted her body but was in a style she wanted after years of searching both the women's and men's sections in shops in vain.

Zoe explained: ***"At last, someone who understands the market which doesn't want to squeeze itself into a gender specific style. I can now stop having to look in both sections to find something I like. It will be a shirt for life!"***

The award-winning radio host Kathy Caton, of RadioReverb's LGBT show 'OUT IN Brighton', also praised the uniqueness of the shirts for their stylish appearance and the thought which had gone into creating something which fitted so many different people regardless of their sex or gender.

GFW's shirts have also been selected by the new '**Label Fashion Show**', a new event aiming to bring marginalised identities into the fashion industry spotlight with a body positive fashion show, thanks to a special call from transsexual models to include GFW's range at the unique event.

Jo Boon, Founder and CEO of Label Fashion Show, explained: **“Most fashion is designed to be exclusive but we wanted our show to be inclusive and Gender Free World absolutely represented what we wanted to talk about and the message of our show. All of our models love their stuff, we have a number of gender fluid and new-gender models in our show and they have said how they feel so much more comfortable in GFW’s designs than any other brand.”**

The new range of shirts, designed by GFW to promote fashion which portrays who individuals are through what they wear, were positively received by fashion industry executives, models and audiences alike on the catwalk at the renowned college.

Lisa Honan, Co-founder and Director of Gender Free World, said: **“We set out to design shirts for those overlooked by the high street, we never specifically targeted LGBT communities but it’s definitely rewarding to know that our shirts are so popular with marginalised communities and that we’re succeeding in filling a gap for so many people around the world. We spoke with a huge cross-section of people in our initial surveys, including lesbians, gay men, transsexuals, heterosexuals and non-binary people, but we never realised the demand would be so strong in the LGBTQ community. Our numbers showed that of the 173 people we talked to, over 80 per cent felt that they would welcome stylish, fitted shirts which suited them regardless of sex or gender. We’re really happy to be providing people of all sexualities and genders with clothes which fit their personal choice regardless.”**

The world is slowly waking up to the fact that not everybody feels comfortable being identified with society’s social constructs surrounding gender so GFW are set to meet this demand for the large group of people who are offered a very limited range of clothing by major high street clothing brands. GFW are passionate about a world where people’s choices are not restricted by their gender, increasing personal choices and changing social conventions but they don’t believe that the discussion is as confusing as some people would have you think.

Lisa explained: **“At Gender Free World we’re not trying to tell people what they should call themselves or which box they should tick, we’re just trying to ensure that stylish, fashionable clothes are available to buy for everyone regardless of their gender, sexuality or body type. We’re keeping it simple. We are not saying we want a world without gender only that it is unfair that gender or sexuality can limit and restrict your choices which is why we’ve created our gender neutral fashion range.”**

To order any of the Gender Free World’s ranges, find more information about sizing and body shapes or for terms and conditions, visit [www.genderfreeworld.com](http://www.genderfreeworld.com)

**ENDS**

**Images:**

**Please contact us directly at [hello@sea-pr.com](mailto:hello@sea-pr.com) for hi res images of all GFW products.**

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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.

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