

How societal norms and underrepresentation of a certain culture affect the mainstream male fashion industry to become more inclusive: Kilts

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Abstract

This paper will focus on how the mainstream male fashion culture has functioned over the past decades compared to the female mainstream fashion culture. It will draw correlations to explore why it has been easy for women to include male items of clothing and far complex for men. As the central example, kilts will be analysed to understand why items with skirt-like silhouettes are not part of men's wardrobe, while pants, for instance, are worn by both men and women equally.

Introduction

Although the fashion industry has been progressing in terms of introducing unconventional concepts within articles of clothing especially in the couture realm, the mainstream male fashion culture seems to have neglected these ideas.



The central Research Questions

1. Why are kilts or items with similar silhouette (e.g., skirts) not included in mainstream male fashion culture and how society influences this phenomenon?
2. Do kilts communicate a different message when worn by male individuals as a streetwear apparel and what is the reason behind it?
3. How has female mainstream fashion culture taken on a far liberal approach, whereas men are likely to be taken aback with experimenting what is deemed to be globally unconventional, e.g, kilts, skirts, etc.

Literature Review

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Methodology

Survey

123 Participants



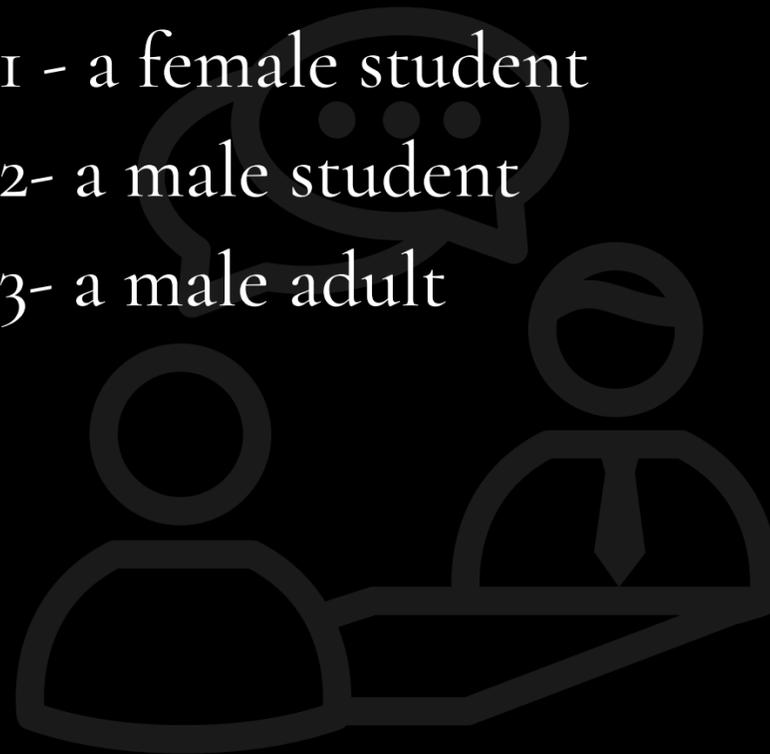
Interviewees

3 interviewees from Scotland

1 - a female student

2- a male student

3- a male adult



Extra Literature Review



Research Findings

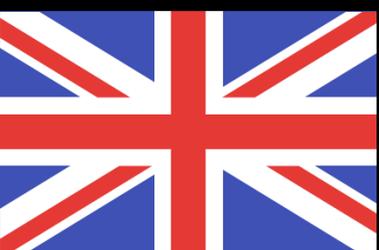
1. There is a lack of information and knowledge about Kilts as a traditional scottish menswear item
2. Male respondents feel restricted to integrate an article of clothing that reminds of a skirt, into their fashion choices
3. The majority of participants would be dismayed, had their partner or friend showed up wearing a kilt in public
4. Kilts communicate masculinity in scottish culture
5. People do not consider kilts as streetwear, they only wear in on special occasions
6. Despite the pride Scots take in kilts, the new generation turns to mainstream items more (suits, pants)
7. Kilts are underrepresented even in England, as many struggle to distinct kilts from skirts
8. The underrepresentation of Scottish culture in the media highly affects and hinders kilts from becoming mainstream
9. items of clothing for men interntaionally
10. Kilt stores make this phenomenon even harder, holding on to traditional marketing strategies

Conclusion

The mainstream fashion culture has introduced the silhouette of a skirt as feminine. Kilts could not find their way into the international mainstream male fashion culture and have been disregarded, because they remind people of a skirt, and skirt has been overwhelmingly considered as a female item of clothing. Hence, the mainstream fashion culture throughout history conveyed a general concept with regards to certain silhouettes, due to which kilts have struggled to become contemporary and did not find their place in male wardrobes internationally, as skirts did within girls and women.



Tapadh leat!



Thank You!

