

THE EVOLUTION OF SOCIAL PERSPECTIVES ON GENDER FLUIDITY IN HONG KONG MEN'S FASHION

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Background

Hong Kong's fashion reflects a fusion of Eastern and Western influences due to its colonial history and diverse population.

Traditional Chinese aesthetics blend with contemporary styles.

Confucian ethics historically reinforced strong gender roles in men's fashion.

Recent trends show a shift towards gender fluidity and unisex designs.

This project studies the acceptance of gender fluidity in Hong Kong.

How does the fashion industry respond to the trend of gender fluidity?



Figure 1: Changshan 長衫 (Laozhaopian5.com, 2021)



Figure 2: Palm Beach suits (South China Morning Post, 2017)

Findings

- Historical influences on men's fashion in Hong Kong, focusing on colonialism and local tailoring.
- Participants embraced feminine elements in menswear. However, aesthetic appeal remained to be the top priority.

- Key factors in fashion choices:



Figure 4.: Leslie Cheung (Leslie Cheung, 1997)



Figure 5: David Bowie (Masayoshi Sukita, 2016)

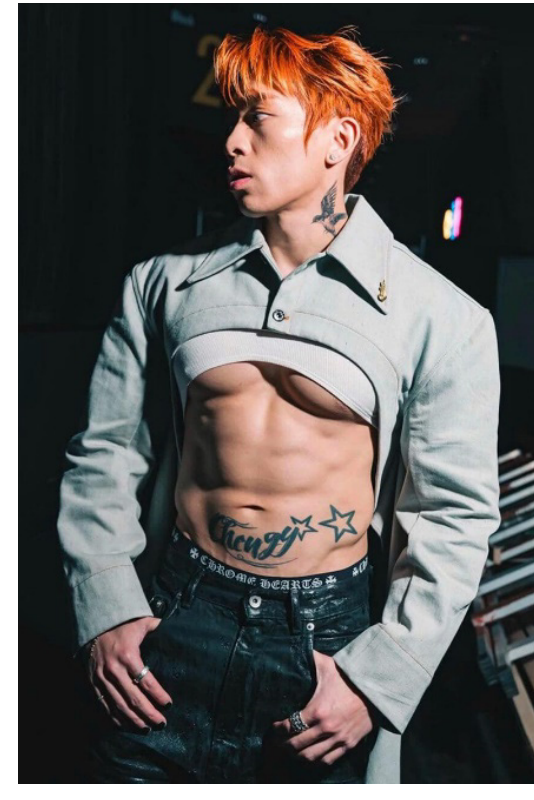


Figure 6: Tyson Yoshi (Tyson Yoshi, 2024)

- Societal acceptance of gender fluidity rose from 4.2 (2000) to 7.7 (2025).

- Influential figures challenged traditional masculinity; mixed reviews for the Luxury Brands Fashion Show.
- Positive reception for some collections blending innovation with tradition.
- Growing enthusiasm for gender-fluid fashion, fostering inclusivity and artistic expression.

Aims and Objectives

Examines clothing's communicative dimensions and social perspectives on individuality in men's fashion.

Analyzes the evolution of masculinity and fashion in Hong Kong.

Explores gender fluidity and its impact on men's fashion.

Discusses gender expression in Hong Kong's cultural context, highlighting celebrity influence and trends.



Figure 3: Paris Olympics opening ceremony 2024 (paris-hospitality.com, 2024)

Conclusion

Study Focus: Evolution of men's fashion in Hong Kong, emphasizing gender fluidity and societal acceptance.

Acceptance: The recognition of diverse gender identities and the incorporation of feminine elements in men's fashion is increasing due to societal shifts and representations in the media.

Public Perception: Remains complex and varies across demographic groups, but acceptance of unisex and complex styles are increasing. Fashion choices are influenced by comfort, material quality, and personal style, but not by brand reputation.

Aesthetics: Often prioritized over deeper understandings of gender fluidity. Influential fashion figures have aided in bringing acceptance of changes to a wider audience, but acceptance remains patchy.

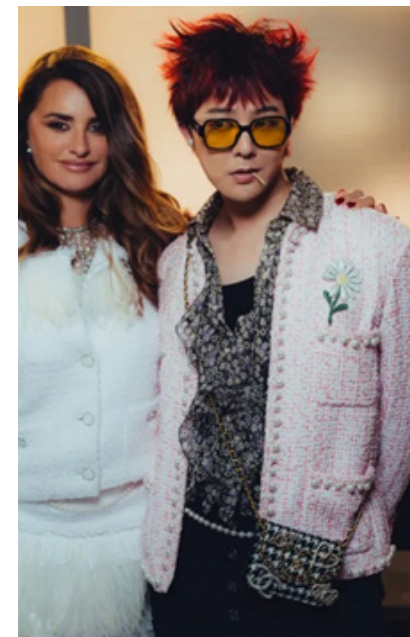


Figure 7: CHANEL 2024 fashion show in Hong Kong (CHANEL, 2024)



Figure 8: Thom Browne 2022 collection (Thombrowne.com, 2024)

Methodology

Quantitative Methodology Outline

Objective: Explore personal and cultural influences on fashion choices and acceptance of gender fluidity among adults aged 18 to 55.

Sample Selection: Ten diverse participants from the fashion industry, including CEOs, designers, buyers and merchandisers.

Data Collection:

- Conduct in-depth, semi-structured interviews (30-45 minutes).
- Utilize the Zaltman Metaphor Elicitation Technique (ZMET) for participants to select resonant images and articulate their meanings.