

Tianna Perkins
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Supreme Clothing
121 Wooster Street apartment 2F
New York, NY 10012

Dear Supreme Clothing,

My name is Tianna Perkins and I'm reaching out to you to talk about how your brand contributes to enforcing the Gender Binary on gender non-conforming people. In the fashion industry, gender expression is commonly mistaken for gender identity. This mistake or false representation can lead to very harmful consequences.

Those who identify as gender variants can often feel pressured into societal norms when expressing themselves through clothing. Clothing is a very important form of expression that is used by almost everyone. When brands like Supreme advertise for inclusivity but don't really offer it in their products it can lead to feelings of self objectification, exclusion, and hypersexualization. The lack of gender non-conforming clothing can often force those with female presenting bodies into aligning themselves with gender roles. In your ads for clothing most of the models that have female presenting bodies are either depicted in very overly sexualized ways or "masculine" clothing that is supposed to give of the idea of gender neutrality. Neither of these things are helpful for gender non-conforming people because both of these things perpetuate the gender binary. It shows that either female presenting bodies are feminine or they are masculine. In ads women that have more feminine traits or attributes are often depicted with men or in distress or helpless state. Women that don't fit societal norms are depicted alone or in more masculine based clothing. Gender variant people exist outside of the binary and should have clothing that represents that.

I think that as a brand Supreme has the opportunity to help combat societal norms. I feel that by offering the representation that is needed through their models and the way they choose to depict them, can help everyone understand more about gender identity and gender expression. Also while showing how they differ. Having a brand that reaches so many people is the perfect place to start to implement a plan like this. I hope that you will consider the points and suggestions that I have given and in the future move forward in ways that are more accommodating for everyone.

Sincerely,

Tianna Perkins