

Zara Ungendered Clothing Fit for Engineering Student Lifestyle

Last week, fast-fashion retailer Zara launched its first ungendered clothing line, boldly joining the movement towards genderless fashion. The Spanish retail powerhouse released a set of unisex basics in gender-neutral colors that include jeans, shorts, sweatshirts, tanks, and sweaters made of comfortable cottons and cotton blends. The collection was modeled by both men and women.

Pic: http://images.complex.com/complex/image/upload/t_in_content_image/6688069400_2_9_1_o3okq6.jpg

This huge step in mainstream fashion space offers a more progressive take on fashion by defying gender conventions. Last year, British department store Selfridges rolled out a pop-up called Agender. As a result, more and more retailers have started to blur the line between men's wear and women's wear. Target even promised to remove any gender-specific signage and colors from its children's bedding and toy sections.

Many millennial engineers have applauded and regarded this step as a major move towards the acceptance of gender fluidity. And for a brand with such a global reach to veer away from traditional binary fashion offerings, this definitely sends the message that the industry is headed towards a more inclusive fashion in the mainstream. That's right, labels are so last season!

SOURCES:

<http://www.complex.com/style/2016/03/zara-ungendered-clothing-line>

<http://www.pri.org/stories/2015-01-30/forget-mens-and-womens-clothing-one-department-store-going-unisex>

<http://www.refinery29.com/2016/03/105212/zara-genderless-clothing-line-2016>