

WHAT NOT TO WEAR

GENDER EXPECTATIONS ON ARTISTS AND THEIR APPEARANCE IN THE MUSIC INDUSTRY




MUSICAL ARTISTS' APPEARANCE

In all genres in the music industry, there are many gender roles that are pushed onto artists. Certain people are allowed to dress more masculine or more feminine depending on their assigned sex, and the kind of music they sing. This also affects the amount of effort we expect to see from artists of different genders.

Gender Expectations

- women+feminine presenting artists are sexualized and expected to wear small flashy costumes that show off their bodies and draw lots of attention to themselves.
- men+masculine presenting artists are able to wear regular and comfortable clothing and expected to stick to masculine gender norms like only wearing pants rather than a skirt or a dress.





CAN ARTISTS BREAK
THE INDUSTRY'S
GENDER
EXPECTATIONS?



YES!

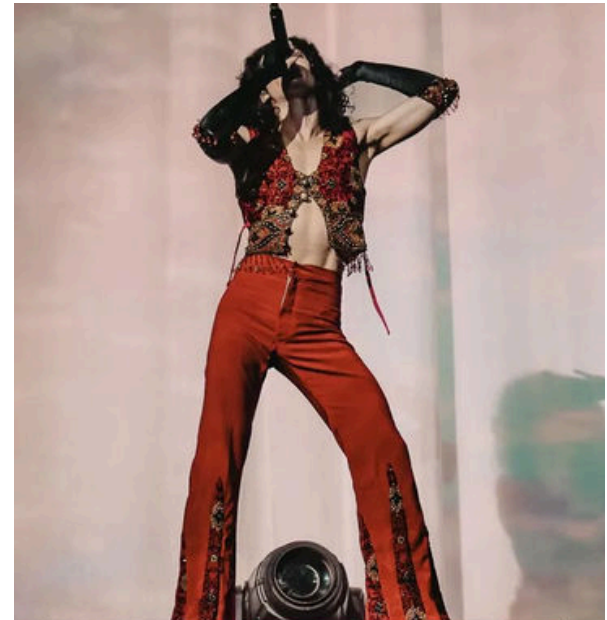
Artists like Billie Eilish swap expected gender roles at their shows! Billie dresses the way the industry asks masculine performers to because she is more comfortable that way!



But why?

Billie wears baggy clothes so that the public is not able to sexualize or comment on her body.

Wearing these clothes on stage makes Billie feel good! Does that mean everyone should dress like her?



NO!

Every artist should be able to dress however they want, no matter what their gender identity is! Artists who break the mold are important because they disrupt the expected and inspire others to express themselves however they want! If you are a musician who feels happy dressing within expected gender roles, that's fine! Just remember that not everyone feels the same way and that's okay too!

EXPRESSION



Gender expression in music does not have to be static

Just because an artist chooses to present themselves in a masculine way today, doesn't mean they have to tomorrow! Music is about your freedom to express yourself!





Choose A Genre

Choose your favourite genre of music and analyse the gender presentation expectations of performers.



Then choose an artist who breaks the gendered expectations the genre holds for them!

EXAMPLE GENRES





POP





ROCK



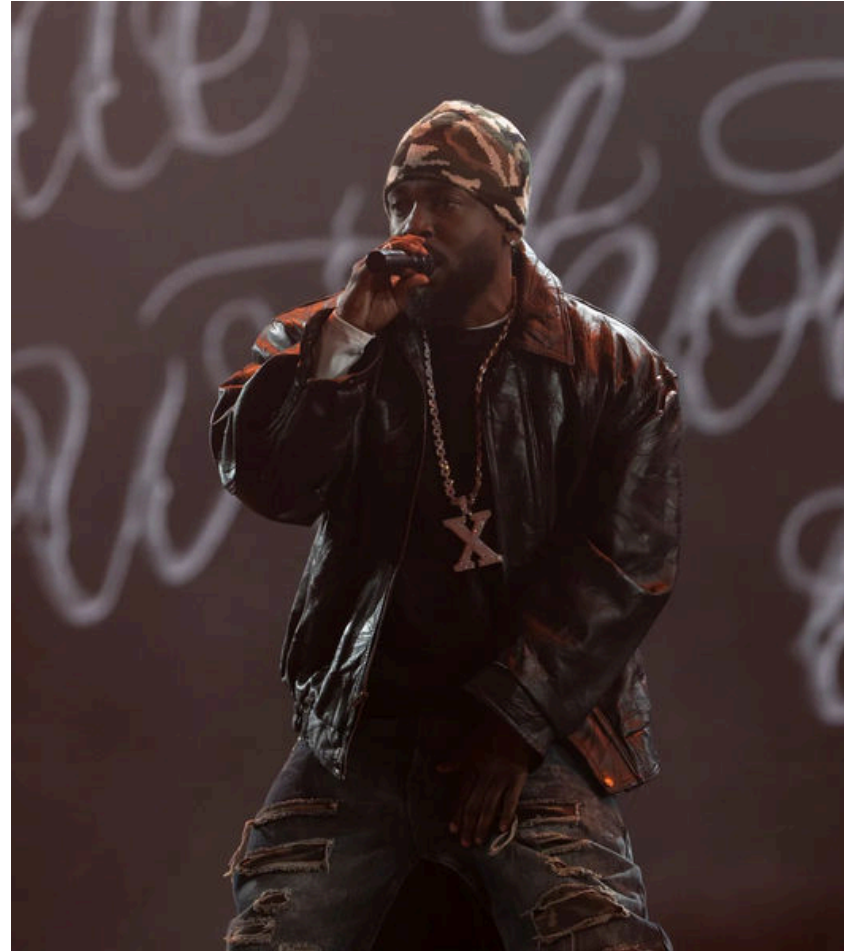


PUNK





HIP-HOP





RNB





COUNTRY



EXAMPLE

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Billie Eilish

Billie Eilish often wears loose, baggy clothing on stage, often including a sports jersey. This is different from what the industry expects from a woman because she chooses to hide her body instead of wearing tight clothing.



Billie says that dressing this way is intentional because she doesn't feel like super feminine clothes are her vibe, and she wants to avoid her body being sexualized.

WHY IS THIS IMPORTANT



Billie dressing this way can inspire other artists to do the same if they don't identify with the expectations for their gender!



She also embraces the fluidity in her gender identity which makes her a good role model for young musicians!



Finally, this works to destabilize an industry that thrives off of telling artists how to be themselves the "right way"

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