**LGBTQ+ influence on fashion**

Throughout history, the LGBTQ+ community have adjusted their style and behaviour in order to communicate their sexuality due to being sidelined and marginalised in a mass heterosexist culture.

Now, the influence of subcultural trends such as drag, leather and uniform have been adopted from modern fashion through the aesthetic frame of LGBTQ+ life and culture.

Drag has been around for decades and was first introduced in Shakespeare's theatrical troupes. In recent years, drag has begun to gravitate towards mainstream culture with the introduction of the Emmy winning show; Rupaul's drag race which embraced the normalization of drag to society. One of the biggest influences drag has had on fashion is the notion of gender ambiguity. This has been evident through designer collections by DSquared2 and Palomo Spain who are wanting to erase the previous conceptions of what it means to be male and embrace the freedom of gender expression.

Stylist Zoe Hawkins has worked for a stylist (IN THE FASHION INDUSTRY) for 10 years and explains that due to the growing understanding of diverse sexualities, designers seek to break the stereotypes and give every individual the opportunity to wear what they want without being stereotyped or labelled.

Gucci's 2015 runway show displayed men wearing pussy-bow blouses, a style of blouse typically associated with women. Furthermore, models wore gender-concealing masks on Rad Hourani's runway show in the same year to represent the ideology of diverse sexuality.

A trend which the LGBTQ+ community has brought to fashion is the rise of the metro-sexual man – a man who puts effort and pride in his appearance. The LGBTQ+ community has influenced this trend immensely due to freedom of expressing oneself in their own way which has made metro-sexuality seem less extraordinary. Men now feel more comfortable to go into retail shops and buy items that are usually associated with women, such as skinny jeans and cardigans.

Furthermore, the growth of gender-neutral collections from brands have meant that individuals don't feel as though there being forced into a certain 'box' and no longer dictates the way in which people dress.

John Lewis have now removed 'girls' and 'boys' labels on all their children’s wear to demonstrate to children from an early age that they can wear want they want and express themselves however they choose to express themselves.

-GOOD START BUT DONT WANT TO CROSSOVER WITH THE ARTICLE ON LGBT INFLUENCE ON RETAILERS. LOOK AT A FEW (3 WOULD BE IDEAL, NOT DRAG AS WE HAVE SEPARATE ARTICLES ON THIS TOPIC) LGBTQ+ SUBCULTURES AND DISCUSS THEIR INFLUENCE ON FASHION.