

Signaling your identity: new insights on how LGBT people choose to dress

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Abstract

Fashion brands regularly launch annual or occasional Pride collections to highlight LGBT visibility. Existing literature on LGBT clothing practices points to a wide range of styles. These practices, closely tied to identity construction and visibility both in society and within peer groups, are undergoing change. Relying on a qualitative approach through semi-structured interviews, this research seeks to shed light on the evolution of LGBT clothing practices. Our findings reveal the emergence of new stylistic codes that enable LGBT individuals to assert their identity in contrast to non-LGBT people.