

# 미국 팝 뮤직비디오에 나타난 젠더 뉴트럴 패션 특성

## 요약

본 연구는 미국 팝 뮤직비디오에 나타난 젠더 뉴트럴 패션 특성을 분석하고, 이를 통해 패션 디자인에 시사점을 제공하는데 목적이 있다. 연구 방법으로는 문헌 연구와 사례 분석을 실시하였다. 연구 결과, 젠더 뉴트럴 패션은 기존의 남성적/여성적 이분법을 넘어서는 중성적인 스타일을 지향하며, 실용성과 편안함을 중시하는 특징이 나타났다. 또한, 다양한 소재와 컬러를 활용한 실험적인 디자인이 두드러졌다. 이러한 트렌드는 패션 산업 전반에 걸쳐 영향을 미칠 것으로 예상된다.

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# I. 서론

## 1. 연구의 배경 및 목적

2000년대 초반부터 시작된 디지털 기술의 발달은 패션 산업에 혁명적인 변화를 가져왔다. 특히, 소셜 미디어와 스트리밍 서비스 플랫폼의 등장으로 패션 소비자의 행동 패턴이 크게 바뀌었다. 이러한 변화는 패션 디자이너와 브랜드에게 새로운 기회를 제공하면서도, 기존의 패션 규범과 정체성(identity)에 대한 질문을 제기했다. 특히, 젠더-중립(gender-neutral) 패션의 부상과 함께, 패션이 단순히 옷을 제공하는 것을 넘어, 개인의 정체성을 표현하는 수단이 되었다. (Johnson & Englen, 2021), (Lee & Kwak, 2020).

가

## 2. 연구 내용 및 방법

본 연구는 디지털 시대의 패션 소비 트렌드와 관련된 소비자 행동을 분석하고, 이를 바탕으로 패션 브랜드가 어떻게 대응해야 하는지를 탐구한다. 연구는 주로 소셜 미디어 플랫폼(Instagram, Tik Tok), 스트리밍 서비스 플랫폼(Spotify, iTunes)을 중심으로 이루어진다. 특히, 최근 주목받고 있는 팝 가수(pop musician)와 트렌드세터(trendsetter)의 패션 스타일을 분석하여, 2000년대와 비교하여 2020년대 패션의 변화를 살펴본다. 연구 방법은 문헌 연구와 설문 조사를 포함하며, 수집된 데이터를 통계적으로 분석하여 결론을 도출한다. 연구의 결과는 패션 브랜드와 디자이너에게 시사점을 제공하며, 패션 산업의 지속 가능한 성장을 위한 전략을 수립하는 데 기여할 것으로 기대된다.

1

(Grammy) (Billboard) (LGBTQ) (collaboration) (Im, 2019).

2 324 72

### 1. 젠더 뉴트럴 패션의 개념

(Johnson & Englen, 2021). (non-binary) (Im, 2019).

## II. 젠더 뉴트럴 패션의 개념 및 특성

(Kodžoman, 2019). (gender-specific) (gender-neutral) (Reilly & Barry, 2021).

1960 (Im, 2019). (Mardell, 2016).

1970 1980 (Kim & Lee, 2016). 1990 2000 (Im, 2019).

(Lee & Kwak, 2020).

가

(Reilly & Barry, 2021).

(Mardell, 2016).

(Chacko, 2021; Johnson & Englen, 2020; Kodžoman, 2019; Reilly & Barry, 2021) 2010

(An, 2018; Kim & Lee, 2016) 2020

가 (Choi & Moon, 2020; Hong & Joo, 2020; Im, 2019; Lee & Kwak, 2020).

가

3가

1) 질층

(Johnson & Englen, 2021).

가

2. 젠더 뉴트럴 패션의 특성

(Lee & Kwak, 2020).

2000

, 2000

가 (mix-match)

가 (Mardell, 2016; Rocha et al., 2005) 2020

(An, 2018)

(Choi & Moon, 2020).

가 (gender-free model) (Im, 2019).

가 (Chacko, 2019).

3 가 , ,

2) 해체

가 (Lee & Kwak, 2020). , , , (self-positive) 가 (Im, 2019). 가 (Rocha et al., 2005). , 가 가 , (Im, 2019). ,

(Kim & Lee, 2016). (Chacko, 2019) (high-end)

(Chacko, 2019). ,

, , , (suit)

III. 미국 팝 뮤지션의 패션 특성

(Kim & Lee, 2016).

, 6

<Table 1> <Table 2>

3) 참여

가 , , (Lee, 2004).



(New York fashion week) 2016 F/W , (Daw, 2019).  
 1920 가가 , 2020 SPA  
 (H&M) Billie Eilish X H&M  
 . <Figure 3> Billie Eilish X  
 H&M ,

2) 할시  
 (Halsey) 1994 9 29  
 가 . 11 , 2 4) 릴 나스 엑스  
 , 2 (Lil Nas X) 1999 4 9  
 . 2016 『Closer』 가 .  
 26 . 13 , 6 , 1  
 20 56 . 2018  
 (Halsey, n.d.). 『Old town road』  
 , LGBT 6.5  
 2 19 79  
 『Hopeless fountain kingdom』 (Lil Nas X, n.d.)  
 (Ahlgrim, 2019 7 1  
 2020). (coming out) ,  
 , , 『Himself』  
 . 2019 ,  
 DKNY ‘Halsey X  
 DKNY’ . <Figure 2> 가 (Wheeler, 2020).  
 ‘Halsey X DKNY’ . <Figure 4> 2021  
 97(Air Max 97)  
 가 1,018 .

3) 빌리 아일리시  
 (Billie Eilish) 2001 12 18  
 가 .  
 12 , 7 , 1  
 . 2019  
 『When we all fall asleep, Where do we go?』 (One direction) .  
 『Bad guy』 10 6 , 3 , 1  
 (Biography.com Editors, 2021b). . 2017  
 (Queerty Awards) 『Sign of the time』  
 . 7.6  
 『I wish you are gay』 36 108  
 , (Biography.com Editors, 2021c).

LGBT

『Watermellon sugar』

(Lamont, 2019). (Gucci)  
(Alessandro Michele)  
(Figure 5).

6) 샘 스미스

(Sam Smith) 1992 5 19  
가 . 13  
, 6 , 4  
. 2014 『I'm not the  
only one』 13  
29 74  
(Moore, 2020).

(Gaygalan Awards)

3  
(Snapes,  
2019). 가(Balenciaga)  
(Demna Gvasalia)  
(Figure 6).

IV. 미국 팝 뮤직비디오에 나타난  
젠더 뉴트럴 관점의 패션 분석

12  
<Table  
3>

1. 절충 이미지

가 가 .  
3  
『Montero(Call me by your name)』  
2021  
(Chow, 2021). ‘You live  
in the dark, boy I cannot pretend’

가 가  
가 ,  
가  
<Figure 7>  
가 가 , ,

Table 3. Fashion characteristics in aspect of gender-neutral on American pop music video.

<p>Eclecticism image</p>	 <p>Figure 7. Montero MV. From Holender. (2021). <a href="https://www.usmagazine.com">https://www.usmagazine.com</a></p>	 <p>Figure 8. Golden MV. From Stacey &amp; Jsbu. (2020). <a href="https://ezr.co.za">https://ezr.co.za</a></p>	 <p>Figure 9. Promises MV. From Universal Music Group. (n.d.). <a href="https://twitter.com">https://twitter.com</a></p>	 <p>Figure 10. How do you sleep MV. From Carter. (2019). <a href="https://www.buzzfeed.com">https://www.buzzfeed.com</a></p>
<p>Deconstructionism image</p>	 <p>Figure 11. Bellyache MV. From Amazon Website. (n.d.). <a href="https://amazon.com">https://amazon.com</a></p>	 <p>Figure 12. Therefore I am MV. From Xidias. (2019). <a href="https://www.vogue.com.au">https://www.vogue.com.au</a></p>	 <p>Figure 13. Watermelon sugar MV. From Greenwood. (2019). <a href="https://www.vogue.de">https://www.vogue.de</a></p>	 <p>Figure 14. Nightmare MV. From HALSEY - NIGHTMARE. (n.d.). <a href="http://www.erikhenriksson.com">http://www.erikhenriksson.com</a></p>
<p>Participation image</p>	 <p>Figure 15. Born this way MV. Captured by the author from "Via maaryamz". (n.d.). <a href="https://tumblr.com">https://tumblr.com</a></p>	 <p>Figure 16. Stupid love MV. Captured by the author from Lady Gaga. (2020). <a href="https://www.youtube.com">https://www.youtube.com</a></p>	 <p>Figure 17. Kiwi MV. Captured by the author from Radas. (2017). <a href="https://stack.com.au">https://stack.com.au</a></p>	 <p>Figure 18. Holiday MV. From Wheeler. (2020). <a href="https://www.dailymail.co.uk">https://www.dailymail.co.uk</a></p>

가 , 18

(lapel) (collar)

(tailored blazer) , , (sox)  
(inner)

『Golden』 2020  
가 , 『How do you sleep』 2019  
, ‘I’m out of my head, and I know that you’re scared’ ‘I don’t want to be alone when it ends Don’t wanna let you know’ 가 ,  
가 , (How do you sleep, n.d.). <Figure 10> ,  
(Golden, n.d.) , (wide slacks)  
, (chiffon) ,  
가 가  
. <Figure 8> (climax)  
. ‘You’re so golden I’m out of my head, and I know you are scared’ 가 (Golden, n.d.),  
가 가  
2. 해체 이미지  
가 ,  
가 가  
『Promises』 2018  
가 ,  
, ‘There ain’t no science here So come get your everything tonight’ 가  
,  
<Figure 9> , ,

12>

『Bellyache』 2017 (vest)  
 (grotesque) , 『Watermelon sugar』 2020  
 가 , ‘It’s so wonderful  
 and warm’ 가  
 . ‘Thought I’d feel better but now I got a bellyache’  
 가 , (Watermelon Sugar, n.d.)  
 가 . 『Bellyache』  
 . <Figure 11> ,

(anorak), (jogger pants) . <Figure

13>

18  
 (suspenders)  
 가 , 『Nightmare』 2019  
 가 , ‘Someone like me  
 can be a real nightmare, completely aware but I’d  
 rather be a nightmare, than die unaware, yeah’ 가  
 『Therefore I am』 2020  
 . 『Therefore I am』 ‘I think,  
 therefore, I am’ , (Nightmare, n.d.)  
 (Descartes) . ‘I really  
 couldn’t care less’ , ,  
 . 『Therefore I am』 가 , 『Nightmare』  
 (mall)  
 . <Figure

『Nightmare』  
 . <Figure 14>  
 가 ,  
 가 ,

(gay), (lesbian),  
 (Lady Gaga, 2011). <Figure 15>  
 가가  
 , , , , ,  
 가 ,  
 (Rick Genest)

### 3. 참여 이미지

『Stupid love』 가가 2020  
 . 『Stupid love』 ,  
 , , ,  
 가  
 가  
 『Born this way』 가가 2011  
 . 가가 2010  
 ‘Don’t Ask,  
 Don’t Tell [DADT]’  
 『Born  
 this way』 (Kreps, 2010).

『Stupid love』 가가 2020  
 . 『Stupid love』 ,  
 , , ,  
 가 ‘Cause all I  
 ever wanted was love I don’t need a reason not sorry,  
 I want your stupid love’ (Stupid Love,  
 n.d.),  
 , ,  
 . <Figure 16>  
 가가  
 (tank top)  
 『Stupid love』  
 , , , , ,  
 ,

가가 , , , , ,  
 가 ‘Im beautiful in my  
 way I was born this way whether you’re broken or  
 evergreen you’re black, white, beige, chola descent  
 you’re lebanese, you’re orient no matter gay, straight,  
 or bi lesbian, transgendered life I was born to be  
 brave’ 가 , , ,

가가  
 가가 가  
 『Kiwi』 2017 . 『Kiwi』  
 가 ‘I’m having your baby, It’s none of your  
 business’ ,

### V. 결론

17> . <Figure  
가

『Kiwi』 ,  
 『Kiwi』 ,  
 , ,  
 . 1  
 . 2  
 2000  
 3가 .  
 『Holiday』 2020 , , .  
 .  
 2220 .  
 가 .  
 .  
 2220 , .  
 SF ,

. <Figure 18> 6 12 , ,  
 , 3 , ,  
 .  
 , .  
 (cyber punk look) ,  
 ,  
 가 3 ,  
 3 가 ,

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# Fashion Characteristics in Aspect of Gender-Neutral on American Pop Music Videos

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## Abstract

‘Gender Neutral Fashion’ means wearing clothing products for men and women without distinguishing, and has a great impact on various fields such as fashion, music and etc. The purpose of this study was analyzing the fashion characteristics of American pop musicians in terms of gender-neutral and providing data that can be used in fashion industry. In the literature research, gender-neutral culture was studied through literature, articles and sites. And in the empirical research, the fashion characteristics expressed in the American pop musicians’ music videos were analyzed in aspect of gender-neutral culture. The characteristics of gender-neutral were classified into three categories Eclecticism, Deconstructionism and Participation and these features were confirmed as fashion images of pop musician’s music videos. First, the Eclecticism image is an aesthetic value that preserves the form of clothing and expresses an independent personal identity without restricting gender. Second, the Deconstruction image is interpreted as an act that breaks away from stereotypes, destroys all elements related to clothing, dismantles it, and then is experimented again. Finally, Participation images is an aesthetic value that combines fashion with ethics and values by actively communicating and expressing a message of affirmation of one’s body that respects various appearances and forms and accepts themselves as they are, regardless of gender, race, body shape, size and etc. American pop musicians are spreading and producing gender-neutral culture to the public through music videos and playing a big role in the fashion industries. At this point, an analysis of the fashion characteristics shown in the music videos of American pop musicians can help to create fashion trends.

Key words : gender-neutral culture, American pop musicians, fashion characteristics

