

. 2000 ,

가 .

,

가

(Johnson & Englen, 2021),

.

2. 연구 내용 및 방법

‘ ‘ ‘

,

.

가 ,

.

. 2

371

가 , (Hong & Joo, 2020). 2010 가 , 1 , (Grammy) (Billboard) , (LGBTQ) , (Im, (collaboration) 2019). 6 2 324 72

1. 젠더 뉴트럴 패션의 개념

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

II. 젠더 뉴트럴 패션의 개념 및 특성

가 (Kodžoman, 2019). 가 (gender-specific) (gender-neutral) (unisex), (genderless) , (androgynous), (Reilly & Barry, 2021). 1960 (Im, 2019). (Mardell, 2016). 1970 1980 (Kim & Lee, 2016). 1990 2000 2019). (Im,

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

패션의 특성

(Lee & Kwak, 2020).

, (An, 2018)

(LCC & Kwan, 2020).

’, (An, 2018)

2000

(Choi & Moon, 2020).

가 (gender-free model) (Im, 2019).

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

가 (Chacko, 2019).

3. 가 , .

2) 해체 (Lee & Kwak, 2020). , , ,

가 (self-positive) 가 (Im, 2019). 가

(Rocha et al., 2005). , 가 가 , (Im, 2019). ,

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

(Chacko, 2019). ,

가 , (suit)

III. 미국 팝 뮤지션의 패션 특성

(Kim & Lee, 2016).

6

<Table 1> <Table 2>







3) 참여 , 가 , ,

(Lee, 2004).

Table 1. Career of pop musician.

Pop musician	YouTube music video views	Billboard awards	Grammy awards	LGBT music awards
Lady Gaga	Bad romance 1,300,000,000	38	29	10
Halsey	Closer 2,600,000,000	11	2	2
Billie Eilish	Bad guy 1,000,000,000	12	7	1
Lil Nas X	Old town road 680,000,000	13	6	1
Harry Styles	Sign of the times 760,000,000	6	3	1
Sam Smith	Im not the only one 1,300,000,000	13	6	4

Table 2. Fashion career of pop musician.

Pop musician	Lady Gaga	Halsey	Billie Eilish	Lil Nas X	Harry Styles	Sam Smith
Fashion collaboration						
	Figure 1. Marc Jacobs 2016 F/W. From Wagoner & Ellenberg. (2016). https://www.vogue.com	Figure 2. Halsey X DKNY 2019 F/W. From "HALSEY STRIKES". (2019). https://www.fashiongonerogue.com	Figure 3. Billie Eilish X H&M 2020 F/W. From Chan. (2019). https://www.nylo.com	Figure 4. Lil Nas X X NIKE Air Max 97. From Caraan. (2021). https://hypebeast.com	Figure 5. Harry Styles X Gucci. From Gucci. (n.d.). https://www.instagram.com	Figure 6. Sam Smith X Balenciaga. From Mylifestylenews. (2015). http://www.mylifestyle-news.com

1) 레이디 가가

가가

가가(Lady Gaga) 1986 3 28 (Glaad media
가 , 가, . 가가 awards), LGBT (British LGBT awards)
38 , 29 , 10
. 2009 가가 『Born this way』 ,
(repackage) 『Bad romance』 ,
13 . ,
262 (Lady Gaga, 2011).
598 (Biography.com Editors, <Figure 1>
2021a). (Marc Jacobs) 가가

(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 5) 해리 스타일스
 . 2019 (Harry Styles) 1994 2 1
 『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 ,

『Watermelon sugar』 . ,

(Lamont, 2019). (Gucci) ,

(Alessandro Michele) , ,

(Figure 5).

3가 , ,

6) 샘 스미스

(Sam Smith) 1992 5 19 .

가 . 13

, 6 , 4

. 2014 『I'm not the

only one.』 13

가 가 .

29 74

(Moore, 2020).

3

(Gaygalan Awards)

3

(Snapes, 『Montero(Call me by your name)』

2019). 가(Balenciaga) 2021 .

(Demna Gvasalia)

(Figure 6).

IV. 미국 팝 뮤직비디오에 나타난 젠더 뉴트럴 관점의 패션 분석

(Chow, 2021). ‘You live

in the dark, boy I cannot pretend’

가 가

가 ,

가

12 ,

<Table

<Figure 7>

가 가 , ,

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

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

가 , 18

(collar)
(lapel)

(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.),

2. 해체 이미지

2. 해체 이미지

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 bellyace’
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’ ‘ ,
(Descartes) . ‘I really
couldn’t care less’ . ,
 . 『Therefore I am』 가 . , 『Nightmare』
(mall)
 . <Figure

(gay), (lesbian),

『Nightmare』

〈Figure 14〉

(Lady Gaga, 2011). 〈Figure 15〉

가가

가

(Rick Genest)

3. 참여 이미지

『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』

『Born this way』 가가 2011

가가 2010

‘Don’t Ask, Don’t Tell [DADT]’

『Born this way』 (Kreps, 2010).

가가

가가

‘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’ 가가

『Kiwi』 2017

가가 ‘I’m having your baby, It’s none of your business’

V. 결 론

17> . <Figure
가

『Kiwi』 ,
『Kiwi』 ,
『Holliday』 2020 ,
2220
가
2220
SF
<Figure 18> 6 12
3
(cyber punk look)
가 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

