

NEW GENDER IDENTITY IN THE FASHION GLOBAL WORKFORCE

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The purpose of this paper was to examine how employers in the fashion industry perceive gender diversity. There is an estimation of at least 40% of employees do not identify as either male or female but rather transgender meaning non-binary, not identify as either male or female (Inclusion, 2023). While there is some acceptance of non-binary employees in the workplace, there are still challenges these individuals face from other LGBTQ employees. Previous literature has primarily examined biases from the perspective of LGBTQIA+ employees. This was examined related to diffusion theory. In this study, employers in the U.S. fashion industry were interviewed using open-ended questions on gender diversity in the workplace. Qualitative analysis of the results from 25 employers are being analyzed for themes which will be discussed.