



The Phluid Project is the world's first gender-free retail store. | Photo source [Phluid Project](#)

[Innovation](#) > [Fashion & Beauty](#) > [A gender-neutral clothing store](#)

A GENDER-NEUTRAL CLOTHING STORE

 FASHION & BEAUTY

The Phluid Project is not only a binary-breaking retail store but also a safe space for the LGBTQ community

Spotted: The Phluid Project may be the world's first gender-free retail store. Founded by Rob Smith, whose 30 years of experience in the retail industry includes stints with Levi's and Macy's, the Manhattan store aims to go beyond retail to challenge binary constraints.

Among the store's unique aspects are gender-neutral mannequins with no distinguishable features. It also has its own sizing system to help ensure its clothes fit all customers. In general, The Phluid Project aims to provide a safe space for its customers, and its website provides resources for the LGBTQ community, its allies, parents and businesses.

The store recently partnered with the HBO show Euphoria by setting up gender-neutral pop-up shops. Proceeds from tote bag sales will go to the Trevor Project, a suicide prevention organisation for the LGBTQ community.

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Takeaway:

Research by Ipsos Mori has shown that only two-thirds of Generation Z identify as “exclusively heterosexual.” The Phluid Project is hoping to encourage the other third of this population to embrace who they are as individuals.