

Rainbow Fashion

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As we all know we have recently just had pride month and over here in the UK we are still enjoying many Pride events with the most recent being #brightonpride, just yesterday. And while I am very much in support of all this new awareness of this community, I am beginning to wonder if it has all just become one big fashion statement yet again.

When we enter any high street clothing store this summer we are confronted with items upon items covered in some sort of rainbow pattern, much like the LGBT+ flag, however, are these there to help raise awareness or to just be fashionable? I, amongst many, have found myself often browsing through this array of colour and have found some items appealing but I find myself struggling to actually purchase any of it in fear of offending someone. I am not a member of the LGBT community however I do strongly support the cause and have no qualms with anyone within it...so does that mean it's okay for me to go around with rainbows on every part of my outfit? Or if I do that, am I being insensitive to those who belong in this community and have struggled for years to come to terms with their own identity?

Don't get me wrong, I think it's great that there are so many brands bringing awareness to this ever-growing

community, and if anything, I support it wholeheartedly, but have they gone a step too far? The rainbow flag is something gays and transsexuals alike can identify with and are proud to wear on a day to day basis. But when those of us who aren't part of this community start wearing it because "it looks pretty", are these people being misrepresented?

We live in a world now where it has taken us so long to get to a place where equality is becoming more frequent, however there is still a long way to go. Just because we, as a society, are more embracing of those who identify as different genders and sexualities, doesn't mean we aren't being offensive when doing so. If we are going to be supportive and try to get complete equality in this very judgemental world then we need to be careful with how we represent everyone. Going around with rainbows on every other outfit doesn't

necessarily mean we are supporting the LGBT community in the way that they perhaps want support.

With this community only really beginning to be accepted, maybe we need to allow them to keep their identity for themselves for as long as possible before jumping on the bandwagon of covering ourselves in rainbows.

I'm not saying don't buy the cute rainbow jumper you saw in New Look last week, I'm just saying that maybe before you do make that purchase you should stop and think about what/who that rainbow design is representing.

And maybe if that is something you don't agree with, perhaps you shouldn't make that purchase. After all, you wouldn't want to be hit on by someone of the same gender now, would you?