



S A V A G E X F E N T Y

LINGERIE BY RIHANNA

# THE PANSY CRAZE

The Pansy Craze collection for Savage X Fenty is aimed to promote inclusivity by introducing appearance management garments into lingerie, therefore making gender expression more accessible, and safer for genderqueer people.

DESIGN & PRODUCT DEVELOPMENT

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# EXECUTIVE SUMMARY

"There isn't a trans moment. There were zero, and now there are 10 to 15. That's not a moment. [...] It's just a presence where there was an absence. We deserve so much more."

– Hari Nef  
Transgender Activist, Actress



Many people find it difficult to accept that transgender and non-binary individuals existed long before LGBTQ+ rights became a forefront of modern politics, even since the ancient world. This is because transgender and nonbinary people's stories are frequently erased from history. This ignorance has continued to permeate our everyday experience. There is no denying that many people are working towards creating a more accepting, and safer atmosphere for this community. However, the entire world is designed around and for cis-gendered populations. It's time that we support this community.

Fortunately, with mainstream media, such as *RuPaul's Drag Race* and *Pose* representing transgender and non-binary populations, our society continues to see more reasons to celebrate this marginalized community. It's so inspiring to compare societal celebrations of the LGBTQ+ community throughout history to the digital age. With historical moments, such as the Pansy Craze (in the 1930's), highlighting LGBTQ+ nightlife performers, it is so beautiful to see that we have come "full circle" to not only celebrate this community but show our affection through representation.

"The Pansy Craze" lingerie collection for Savage X Fenty will present LGBTQ+ history in a novel way. It will create an authentic vision that merges visuals from the Pansy Craze era and the Digital Age while featuring design details centering LGBTQ+ needs such as appearance management garments. This collection will serve as a safe, sexy and accessible outlet for transgender and genderqueer people.

Savage X Fenty constantly continues to push the boundaries of inclusivity. As the brand continues to evolve the market, showcasing a lingerie collection that is made specifically for non-cisgendered people will strengthen the brand/consumer relationship of creating a safe space for all!

## CONSUMER + MARKET

2025 is a year of expanding inclusivity, and confidence! The modern-day Millennial consumer seeks out brands that cater to their needs while also representing their community. This behavior has broadened the market, allowing for more diversified designs that serve previously marginalized populations. It is critical for brands to pay attention to these specific demographics and demonstrate an authentic source of brand activism.

The LGBTQ+ community is one of these marginalized groups that seeks representation. This specific population has been consistently increasing. According to Gallup, 71% of US adults identified as LGBTQ+ in 2021 compared to only 4.5% in 2017<sup>1</sup>. This growth displays the need for brands to adapt their market. Furthermore, LGBTQ+ customers are more inclined than other customers to seek out businesses that represent their identities<sup>2</sup>. In the same realm, they are more willing to reward companies who support LGBTQ+-friendly media consistently, as well as maintain a loyal relationship with brands that demonstrate loyalty to them.



1. Jones, Jeffrey M. "LGBT Identification in U.S. Ticks up to 71%." Gallup.com, Gallup, 10 June 2022, <https://news.gallup.com/poll/389792/lgbt-identification-ticks-up.aspx>.

2. Petrock, Victoria. "LGBTQ+ Consumers Value Brand Support Beyond Pride Month." Insider Intelligence, Insider Intelligence, 4 Jan. 2021, <https://www.emarketer.com/content/lgbtq-consumers-value-brand-support-beyond-pride-month>.

3. Mitchell, Stuart. "US Consumers Expect Brands To Promote Diversity and Inclusivity." Ethical Marketing News, 11 Dec. 2021, <https://ethicalmarketingnews.com/65-of-us-consumers-expect-brands-to-promote-diversity-and-inclusion-in-online-advertising-but-53-do-not-feel-fully-represented>.

4. Petrock, Victoria. "Consumers Expect Brands to Be Inclusive." Insider Intelligence, Insider Intelligence, 25 Nov. 2020, <https://www.emarketer.com/content/consumers-expect-brands-inclusive>.

In comparison to previous generations, Millennials and Generation Z are viewed as more vulnerable as they are both more fluid and vocal regarding their gender identities. However, the lack of representation in the media has created an imbalance of consumer to brand relations. Meta conducted a study that found that 65% of people expect brands to promote inclusivity and diversity within their online advertising<sup>3</sup>.

Brands are expected, more than ever, to continue to expand their representation of gender identity, age, body type, race/ethnicity, culture, sexual orientation, skin tone, language, religious or spiritual affiliation, physical ability, socioeconomic status, etc<sup>4</sup>. It's time to think outside the box about how we can evolve this revolution.

# PURCHASE DRIVERS

According to the Adobe study, while more than a third (34%) of US consumers indicated they had temporarily or permanently stopped supporting businesses they believed did not reflect them, much greater numbers of LGBTQ (58%), African American (53%), and Hispanic (40%) respondents stated the same<sup>1</sup>. Brands must be able to maintain an inclusive identity.



Researchers from a set of organizations have indicated that 50% to 80% of their respondents are dissatisfied with the fit of their ready-to-wear garments<sup>2</sup>. In addition to this, researchers have concluded that most of their respondents admit to altering their clothing to achieve their desired fit<sup>2</sup>. The industry's sizing standards is a problem that directly affects LGBTQ+ consumers. With recent generations becoming more fluid with their gender identities, we are becoming more willing as a society to investigate their wants and address their needs<sup>2</sup>. The unique issues of LGBTQ+ consumer like inclusive sizing, can only be addressed by engaging with non-cis gendered people and valuing their opinions and needs. According to the Mount Sinai Adolescent Health Center in Manhattan, which conducts a transgender health program and has assessed over 500 individuals ranging in age from 8 to 23, about 95 percent of transmasculine adolescents in the program bind<sup>3</sup>. This behavior indicates a shift in consumer needs for functional garments. Research must be compiled to seek out current issues.



An example of this is the women's sizing standard. The fashion industry's research concerning women's fit and size issues is based on cisgender women<sup>2</sup>. Furthermore, no study has been conducted on the transgender consumer group and their clothes sizing and fit requirements<sup>2</sup>. This issue leaves this marginalized group with the struggle to find clothing that is based on their body's sizing ratios, while still portraying their desired gender expression. The non-cisgender consumer needs the option to manage their appearance, if desired. Non-cis gendered people may be unsatisfied with the sizes of body parts associated with a certain gender<sup>2</sup>. The non-cisgender consumer is seeking garments that make their process of appearance managing easier.

<sup>1</sup> Petrock, Victoria. "Consumers Expect Brands to Be Inclusive." Insider Intelligence, Insider Intelligence, 25 Nov. 2020, <https://www.emarketer.com/content/consumers-expect-brands-inclusive>.

<sup>2</sup> Reilly, Andrew, et al. "Clothing Fit Issues for Trans People." Fashion Studies, <https://www.fashionstudies.ca/clothing-fit-issues-for-trans-people>.

<sup>3</sup> Sohn, Amy. "Chest Binding Helps Smooth the Way for Transgender Teens, but There May Be Risks." The New York Times, The New York Times, 31 May 2019, <https://www.nytimes.com/2019/05/31/well/transgender-teens-binders.html>.



## Savage's Safe Space

Savage X Fenty is one of those brands known for their revolutionary approaches towards inclusivity, namely in how they showcase diverse communities in their advertising. This is important not only from a social and ethical standpoint, but a business one as well, because research shows that brands with the highest diversity scores see an 83% higher consumer preference<sup>1</sup>. Amongst these consumers are those who do not identify within the gender binary. This is an underserved population that is looking for products that address their unique needs.

Savage X Fenty's mission with "The Pansy Craze" collection will do just that by filling a white space within their current offerings (and the industry at large) by creating a safe, inclusive retail experience for non-cisgendered customers.

Our goal is to address this customer's unique needs, by including safer appearance management technologies into lingerie. Many transgender people use unconventional appearance management garments and materials to tend to their gender dysphoria. Unfortunately, a lot of these garments can peek through the appearance of lingerie and are unsafe ways of managing appearances. This collection will fill this significant white space by creating lingerie that includes safer appearance management devices in the garment itself. Additionally, we will feature non-gender specific garments to cater to a wider range of consumers. These garments will utilize sizing research that centers around non-cisgendered populations. We want consumers to be able to have the option to explore and cater to their gender expression/identity and address issues concerning gender dysphoria. "The Pansy Craze" collection is aimed to empower the LGBTQ+ community, while providing a sense of comfort and accessibility. By representing this market in online and in-person retail, media and advertisements, we are hoping to ensure an inclusive future that recognizes marginalized groups and cultivates acceptance.

This collection explores various consumers, by emphasizing that our appearance management garments are completely optional for each design. We do not intend on accentuating any behavior of how any community should dress, or choose to present themselves. This point of interest is essential, because we understand that consumer's values differ from each other.

An online safe space platform for this community, introduced through the Metaverse, could be a great way for LGBTQ+ members to interact with each other, as well as the brand. Savage X Fenty will support this concept, through this collection, by utilizing a color palette that is indicative of the both the physical and digital realms, while showcasing a sense of LGBTQ+ history (The Pansy Craze era, and Gilbert Baker's Pride Flag).

It is also important, with every brand, to constantly seek more sustainable practices to employ in production. With Savage X Fenty not providing sufficient and relevant information concerning ethical, and sustainable practices, many environmental and labor policies need to be employed.

SAVAGE

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<sup>1</sup> Sukhraj, Ramona. "Inclusive Marketing Statistics: 36 Eye-Opening Numbers That Prove Its Power for 2021"

IMPACT Inbound Marketing Agency. 16 Nov. 2021. <https://www.impactplus.com/blog/diverse-inclusive-marketing-statistics>.

<sup>2</sup> "2025 Recycled Polyester Challenge - Textile Exchange." Textile Exchange.

<https://textileexchange.org/2025-recycled-polyester-challenge/>.

Transgender and non-binary content creators have been utilizing platforms, such as TikTok, to inform and educate users on intersectional issues and different ways to express style, and gender identity! As a result, queer communities have built subgenres of new fashion styles!

## TIKTOK QUEER COMMUNITY STYLES



According to WGSN, intimate apparel will feature "hyper-bright" color palettes in the future of fashion! As a result, this color scheme will produce digital and sensory impacts on sheer fabrics, in dyeing processes, and in prints. Dark colors work best with these hues.

Lynch, Jo. "WWW-WGSN-Com.eu1.Proxy.openathens.net." Intimates Forecast S/S 24: SenseScapes, 18 Aug. 2022, <https://www-wgsn-com.eu1.proxy.openathens.net/fashion/article/90631>.

REVAMPING HISTORY

MASCULINE WOMEN!  
FEMININE MEN!

ANGULAR + EXTREME DEPTH

WHAT DOES A VIRTUAL REALITY FEEL LIKE?

The Panay Craze marked an era in the 1930's where drag performers, known as "pansy performers" were showcased in major city nightlife. These female performers utilized hyper stereotypical feminine ideals to develop their stage personas. It was an era of gender expression and queer celebration.

It's time to reshows the beauty, charm, and power of queer history through the lens of the digital age.

ART DECO + METAVERSE PAINTS

SAVAGE

LOOSE ENDS  
von Det Mosner Hirshfeld

Word Art + Regality

SILHOUETTE

SUBTLE DETAILS

Traditional 1930's lingerie + 1930's drag details + 2025 digital trends

Bright colors have always been tied to queer culture. The original Rainbow Flag included red, orange, yellow, hot pink, turquoise, indigo, and violet. Calling out the unique original colors (while maintaining cyber color saturation) is a historical approach to discovering the impact of the LGBTQ+ community!

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How can a virtual presence convey the feeling of gender euphoria, while celebrating the LGBTQ+ community and their history?

HISTORICAL SILHOUETTES  
Bright colors from queer history  
METAVERSE ≠ RAINBOW AESTHETIC

SUBTLE

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Things to address with tucking gaffs:

- the wearing period  
→ tag must have a warning
- different sizes!  
→ could be split between S,M,L sizes  
→ similar system as bra sizes
- lightweight and breathable fabric  
→ avoid chafing
- wash in cold water care tag

Harsh Elastic  
Satin/Silky Fabrics

Lightweight Cottons  
Spandex/Nylon  
Sizes

Art Deco

LGBTQ+ Symbols/Themes

How can we make Appearance Management Garments safer, accessible, and fashionable?

Interior Binder

Sheer sleeves  
Moisture wicking

The Metaverse centers around virtual reality as a platform for combining the physical world with the digital world. The colorful, unique platform can be a key factor in virtual queer spaces.

Things to address with chest binders:

- the wearing period  
→ tag must have a warning (no more than 8-10 hours)
- air permeable
- promote hydration (tags and advertisements)
- promote taking breaks

39 25

1930's cross style reference





**PANSY CLUB**  
48th at Broadway



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**Cabaret**

Pantone 2197C

**Ray**

Pantone 252C

**Malin**

Pantone 205C

**Madam**

Pantone 000C

**Craze**

Pantone 902C

**Rendezvous**

Pantone Black C

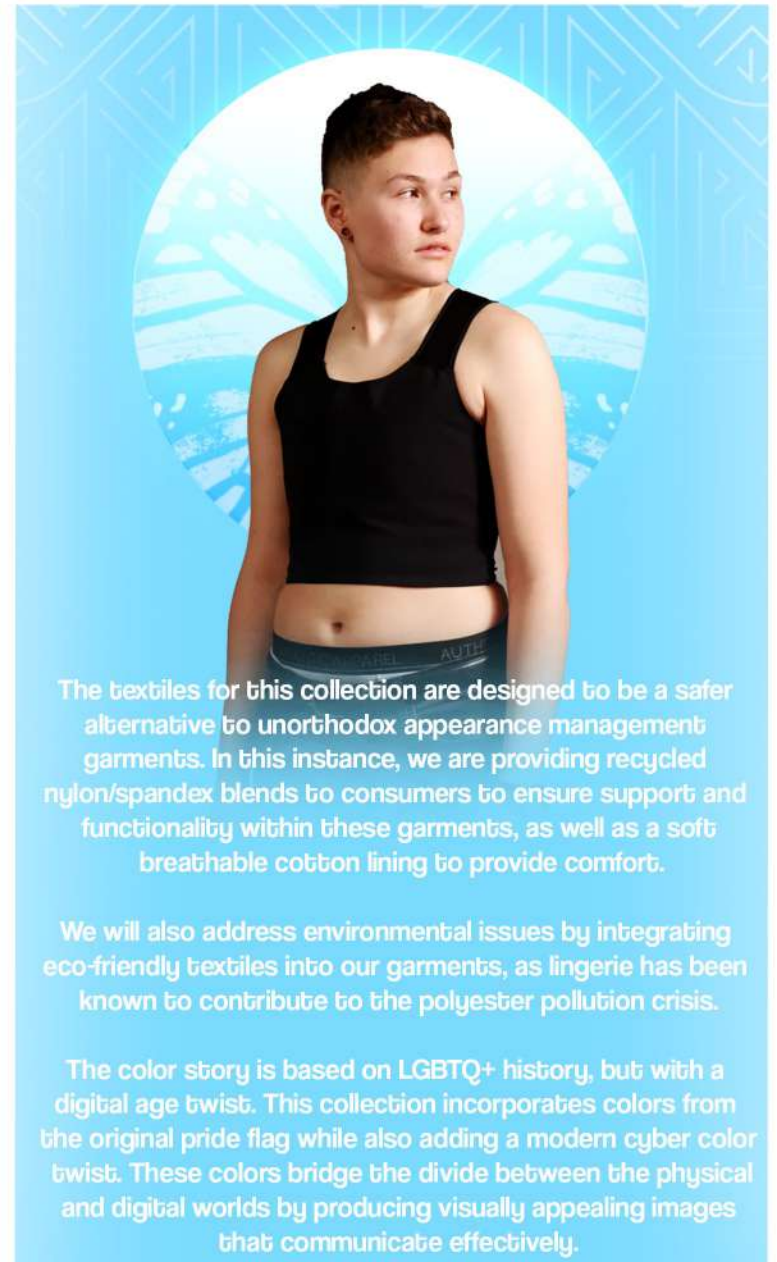
80% Recycled Nylon 20% Spandex



Organic Cotton Jersey (Lining)



95% Recycled Polyester 5% Spandex Mesh



The textiles for this collection are designed to be a safer alternative to unorthodox appearance management garments. In this instance, we are providing recycled nylon/spandex blends to consumers to ensure support and functionality within these garments, as well as a soft breathable cotton lining to provide comfort.

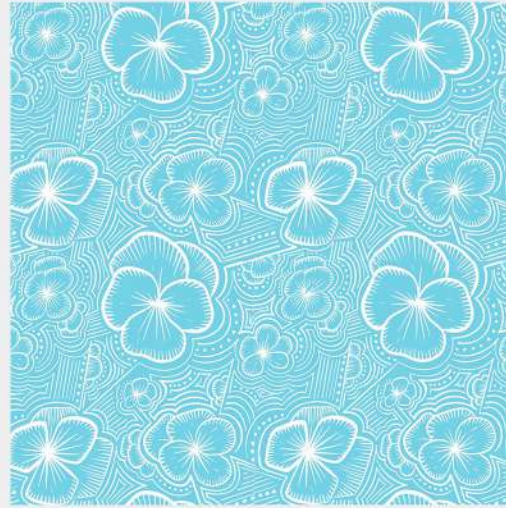
We will also address environmental issues by integrating eco-friendly textiles into our garments, as lingerie has been known to contribute to the polyester pollution crisis.

The color story is based on LGBTQ+ history, but with a digital age twist. This collection incorporates colors from the original pride flag while also adding a modern cyber color twist. These colors bridge the divide between the physical and digital worlds by producing visually appealing images that communicate effectively.

## “Helms’ Pinstripe”

(95% RECYCLED POLYESTER 5% SPANDEX)

Inspired by the first transgender pride flag, created by Monica Helms, the “Helms’ Pinstripe” print features a subtle reference to the transgender community. Noting the color palette from the transgender pride flag (pink, blue, and white), this print incorporates these colors, while maintaining a wearable vision.



## “Pansy Pride”

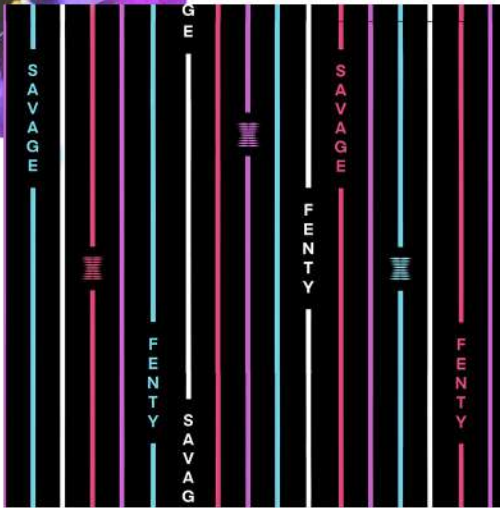
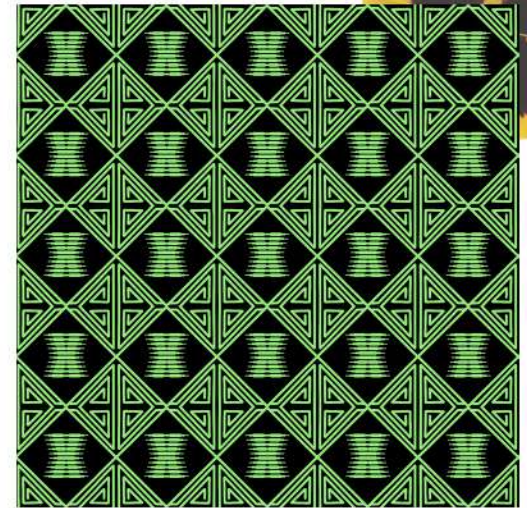
(95% RECYCLED POLYESTER 5% SPANDEX)

The “Pansy Pride” print is inspired by the Pansy Craze era. With this era highlighting many LGBTQ+ nightlife performers in the 1930’s, this print incorporates the 1930’s art deco style with the literal imagery of a pansy. This is a nod to LGBTQ+ celebration, and inclusivity!

## “Deco’d Out”

(95% RECYCLED POLYESTER 5% SPANDEX)

The “Deco’d Out” print is a playful take on Savage X Fenty’s signature monogram print. It incorporates the art deco style from the 1930’s in a visually encapsulating way.



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# THE PANSY CRAZE



SAVAGE X FENTY

LINGERIE BY RIHANNA

# THE PANSY CRAZE

Tank Top (With Binder Option)  
Thong Underwear

Corset Top  
Panties (With Tucking Gaff Option)

Bodysuit (With Tucking Gaff Option)

Mesh Top  
Boxers

Bodysuit (With Tucking Gaff Option)



\*COLLECTION DOES NOT INCLUDE ACCESSORIES (I.E. GARTER BELTS, SOCKS, STOCKINGS, ETC.)

SAVAGE X FENTY

LINGERIE BY RIHANNA

# THE PANSY CRAZE

Bodysuit (With Tucking Gaff Option)

Corset Bodysuit (With Tucking Gaff Option)

Top (With Binder Option)  
Ruched Shorts

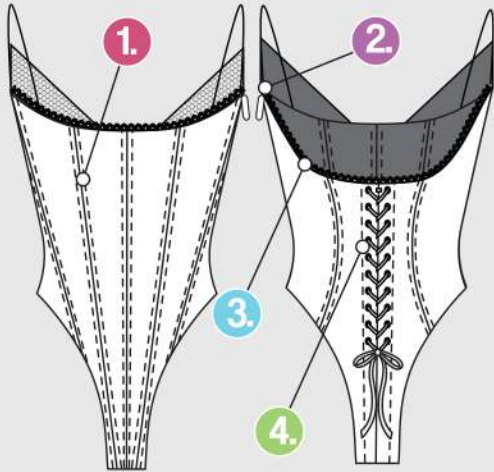
Bodysuit (With Tucking Gaff Option)



\*COLLECTION DOES NOT INCLUDE ACCESSORIES (I.E. GARTER BELTS, SOCKS, STOCKINGS, ETC.)

Front

Back



**“Kiki With Me” Corset/Tucking Bodysuit**

**BODYSUIT (EXTERIOR):** 95% RECYCLED POLYESTER 5% SPANDEX - SOLID 320 GSM  
**TUCKING PANTY (INTERIOR, OUTER):** 80% RECYCLED NYLON 20% SPANDEX - SOLID 310 GSM  
**TUCKING PANTY (INTERIOR, LINING):** ORGANIC COTTON JERSEY 215 GSM

1.	DOUBLE TOP-STICHED SEAM
2.	NATULON® MECHANICALLY RECYCLED ZIPPER
3.	1/2" LACE RIBBON TRIM
4.	ALUMINUM EYELETS, POLY SPANDEX LACES

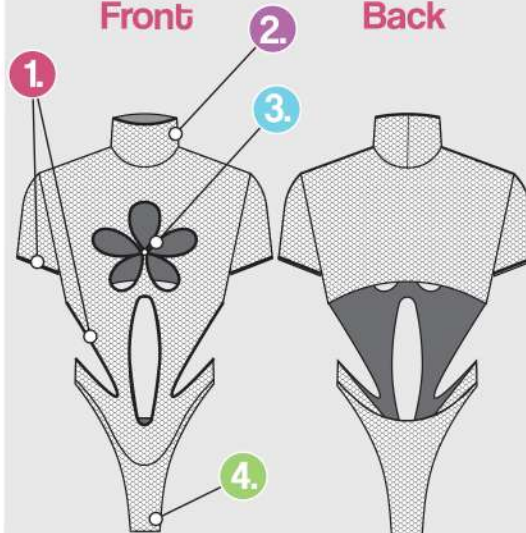
**“Flower Gurl” Tucking Bodysuit**

**BODYSUIT (EXTERIOR):** 95% RECYCLED POLYESTER 5% SPANDEX - MESH  
**TUCKING PANTY (INTERIOR, OUTER):** 80% RECYCLED NYLON 20% SPANDEX - SOLID 310 GSM  
**TUCKING PANTY (INTERIOR, LINING):** ORGANIC COTTON JERSEY 215 GSM

1.	1/4" PMS 000C ELASTIC TRIM
2.	FITTED MOCK NECK
3.	RECYCLED METAL FASTENER
4.	TUCKING PANTY ATTACHED TO INTERIOR

Front

Back



Front

Back



**“Flooded With Love” Binder Top**

**TANK TOP (EXTERIOR):** 95% RECYCLED POLYESTER 5% SPANDEX - SOLID 320 GSM  
 95% RECYCLED POLYESTER 5% SPANDEX- MESH  
**BINDER (INTERIOR, OUTER):** 80% RECYCLED NYLON 20% SPANDEX - SOLID 310 GSM  
**BINDER (INTERIOR, LINING):** ORGANIC COTTON JERSEY 215 GSM

1.	1" RECYCLED POLYESTER RIBBED TRIM
2.	1/4" RIBBON TRIM
3.	INTERIOR BINDER WITH BUCKLES
4.	2" RECYCLED POLYESTER RIBBED TRIM



## WHAT IS TUCKING?

Tucking is the process of concealing any external genitalia in tight garments. Tucking is a self-service process of altering your appearance to match your gender expression. You may tuck to feel more at ease in your body, more comfortable in your clothing, or to help people correctly read your gender.

Our tucking gaff technology provides a range of crotch sizes to accommodate different consumer's needs, as well as various compression levels.

### Our benefits

crotch  
size  
inclusive



safer,  
breathable  
tucking

accessible  
to  
consumers



### How do you use it?

- 1 Tuck each testicle into the corresponding inguinal canal with 2 or 3 fingers  
*\*This should not be painful!\**
- 2 Pull the penis and scrotum backwards between the legs  
*\*This helps keep the testicles tucked up!\**
- 3 Put on your tucking panties to keep everything in place
- 4 You're done!



Dornheim, Kaleb Oliver. "Tucking: How-to, Safety, Supplies, Tips, and More." Healthline, Healthline Media, 18 Sept. 2018, <https://www.healthline.com/health/transgender/tucking>.



## WHAT IS BINDING?

Chest binding is the act of encircling your chest with anything to flatten your breasts. You can do this by putting on a binder, which is a compression garment. Any gender can benefit from chest binding by feeling more at ease with how their chest looks and/or feels.

Our collection features lingerie with built in binders. This technology displays a buckle system to allow consumers to adjust to their liking.



## How do you wear a binder?

- 1 Before wearing, buckle your chest binder
- 2 Pullover the binder over your head
- 3 Pull it down, and adjust to feel comfortable, yet compressed
- 4 You're done!

COLOR CAD  
+  
BILL OF MATERIALS



"FLOODED WITH LOVE"  
BINDER (OPTIONAL) TOP

	COLOR CAD / MATERIALS LIST	SEASON: SPRING/SUMMER
	REFERENCE #: TANKTOPS	DESCRIPTION: FLOODED WITH LOVE BINDER TOP
	STYLE #: SL007413	SIZE RANGE: XS-3XL
	DETAIL TYPE: PRODUCTION	SAMPLE SIZE: M
		FACTORY: ARD14
REF: FABRIC Quality/Content		
A	80% RECYCLED NYLON // 20% SPANDEX: 310GSM	
B	95% RECYCLED POLYESTER // 5% SPANDEX; 320GSM	
C	ORGANIC COTTON JERSEY: 215GSM	
D	95% RECYCLED POLYESTER // 5% SPANDEX 2" RIB	
E	95% RECYCLED POLYESTER // 5% SPANDEX 1" RIB	
F	COTTON//POLY//SPANDEX 1/4" RIB	
PLACEMENT/MATERIALS	COLOR WAY #001 CRAZE/RENDEZVOUS	COLOR WAY #002 RAY/RENDEZVOUS
A - MAIN BODY/ BINDER (OUTER)	DECO'D OUT PRINT	RAY VIOLET
B- UPPER CHEST/ WAIST DETAIL	RENDEZVOUS BLACK	RAY VIOLET
C- BINDER (LINING)	RENDEZVOUS BLACK	RAY VIOLET
D- HEM TRIM	RENDEZVOUS BLACK/ MADAM WHITE	RENDEZVOUS BLACK/ MADAM WHITE
E- ARMHOLE TRIM	RENDEZVOUS BLACK/ MADAM WHITE	RENDEZVOUS BLACK/ MADAM WHITE
F- DETAIL TRIM	RENDEZVOUS BLACK	RENDEZVOUS BLACK

Type	Item	Description	Content / Composition	Width/Weight/Size	Quantity	Placement
SELF	Self Fabric	RECYCLED NYLON SPANDEX	80% RECYCLED NYLON // 20% SPANDEX: 310GSM	36" wide	3 yds	Body
SELF (UPPER CHEST AND WAIST)	Upper Chest and Waist	RECYCLED POLY- SPANDEX	95% RECYCLED POLYESTER // 5% SPANDEX	36" wide	2 yds	Body
LINING (BINDER) (OPTION)	Binder Lining (Option)	Organic Cotton Jersey	100% ORGANIC COTTON JERSEY	36" wide	1 yd	Chest Binder
TRIM	Decorative Trim	1/4" Black Elastic Rib Trim	COTTON//POLY//SPANDEX	1/4" wide	1 yd	Body
	Hem Trim	2" Black/White Rib Trim	COTTON//POLY//SPANDEX	2" wide	1 yd	Hem
	Armhole Trim	1" Black/White Rib Trim	COTTON//POLY//SPANDEX	1" wide	1 yd	Armhole
THREAD / STITCHING	Thread	Black Thread	Cotton covered poly		40 As per requirement	all seams
LABEL	Brand Label	Screen Printed brand label	100% RECYCLED COTTON	See art for full spec		1 Inside CB neckline
	Size Label	Screen Printed brand label	100% RECYCLED COTTON	See art for full spec		1 Inside CB neckline
	Care Label	Screen Printed brand label	100% RECYCLED COTTON	See art for full spec		1 Inside CB neckline



COLOR CAD / MATERIALS LIST	SEASON:	SPRING/SUMMER
REFERENCE #: BODYSUITS	DESCRIPTION:	FLOWER GURL BODYSUIT
STYLE #: SL005143	SIZE RANGE:	XS-3XL
DETAIL TYPE: PRODUCTION	SAMPLE SIZE:	M
	FACTORY:	ARD14

REF	FABRIC Quality/Content
A	95% RECYCLED POLYESTER // 5% SPANDEX; 320GSM
B	COTTON//POLY//SPANDEX 1/4" RIB
C	80% RECYCLED NYLON // 20% SPANDEX: 310GSM
D	ORGANIC COTTON JERSEY: 215GSM



PLACEMENT/MATERIALS	COLOR WAY #001 MALIN PINK	COLOR WAY #002 CABARET BLUE	COLOR WAY #003 RENDEZVOUS BLACK
A - MAIN BODY	MALIN PINK	CABARET BLUE	RENDEZVOUS BLACK
B - TRIM	MADAM WHITE	MADAM WHITE	MADAM WHITE
C - TUCKING PANTY (OUTER)	MALIN PINK	CABARET BLUE	RENDEZVOUS BLACK
D - TUCKING PANTY (LINING)	MALIN PINK	CABARET BLUE	RENDEZVOUS BLACK
THREAD	MADAM WHITE	MADAM WHITE	MADAM WHITE

**COLOR CAD**  
 +  
**BILL OF MATERIALS**

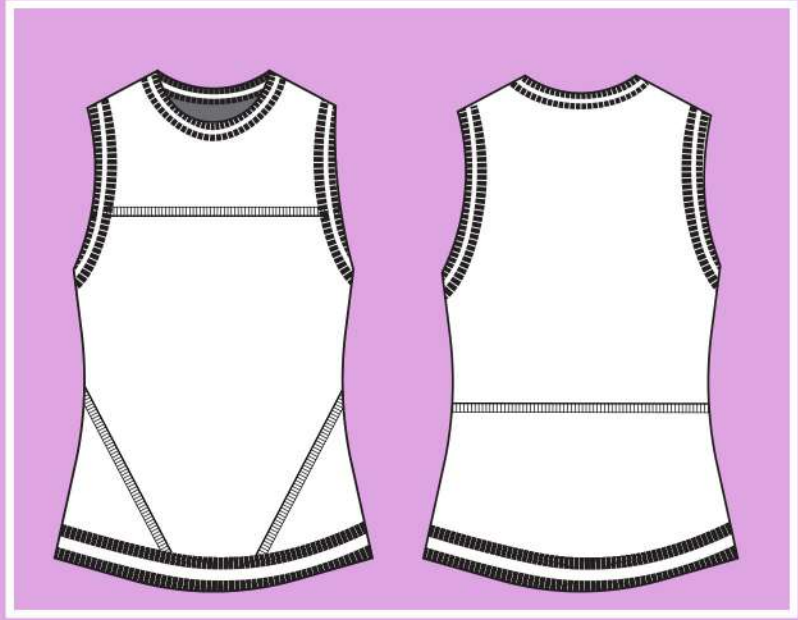
**"FLOWER GURL"**  
**TUCKING (OPTIONAL)**  
**BODYSUIT**

Type	Item	Description	Content / Composition	Width/Weight/Size	Quantity	Placement
SELF FABRIC	Self Fabric	RECYCLED POLY- SPANDEX	95% RECYCLED POLYESTER // 5% SPANDEX	36" wide	3 yds	Body, Collar, and Sleeves
SELF (TUCKING OPTION)	Tucking Gaff Self (Option)	RECYCLED NYLON SPANDEX	80% RECYCLED NYLON // 20% SPANDEX	36" wide	1 yd	Tucking Panties
LINING (TUCKING OPTION)	Tucking Gaff Lining (Option)	Organic Cotton Jersey	100% ORGANIC COTTON JERSEY	36" wide	1 yd	Tucking Panties
TRIM	Decorative Trim	1/4" White Elastic Rib Trim	COTTON//POLY//SPANDEX	1/4" wide	3 yds	
THREAD / STITCHING	Thread		Cotton covered poly		40 As per requirement	all seams
LABEL	Brand Label	Screen Printed brand label	100% RECYCLED COTTON	See art for full spec	1	Inside CB neckline
	Size Label	Screen Printed brand label	100% RECYCLED COTTON	See art for full spec	1	Inside CB neckline
	Care Label	Screen Printed brand label	100% RECYCLED COTTON	See art for full spec	1	Inside CB neckline

SAVAGE FENTY		PRODUCTION SPEC SHEET		SEASON:		SPRING/SUMMER '25	
REFERENCE #:	TANKTOPS	DESCRIPTION:	FLOODED WITH LOVE BINDER TOP				
STYLE #:	SL007413	SIZE RANGE:	XS-3XL				
SAMPLE TYPE:	PRODUCTION	SAMPLE SIZE:	M				
		FACTORY:	ARD14				

POINT OF MEASURE (FLAT)	Tol +/-	S	M	L	XL	2XL
A FRONT LENGTH - HPS TO EDGE	3/8	27	28	29	30	
B SHOULDER SLOPE	1/8	1 3/4	1 3/4	1 3/4	1 3/4	
C ACROSS SHOULDER - SEAM TO SEAM	3/8	17	18	19	20	
D ACROSS FRONT - MID ARMHOLE	3/8	15 1/2	16 1/2	17 1/2	18 1/2	
E ACROSS BACK - MID ARMHOLE	3/8	16 1/4	17 1/4	18 1/4	19 1/4	
F CHEST 1" BELOW ARMHOLE	3/8	19	20 1/2	22	23 1/2	
G BOTTOM OPENING STRAIGHT	3/8	19	20 1/2	22	23 1/2	
H BOTTOM TRIM HEIGHT	0	1	1	1	1	
I ARMHOLE ALONG SEAM - CURVED	1/4	8 1/2	9 1/4	10	10 3/4	
J NECK WIDTH FROM SEAM TO SEAM	1/4	7	7 1/4	7 1/2	7 3/4	
K FRONT NECK DROP - HPS TO SEAM	1/8	3	3 1/4	3 1/2	3 3/4	
L BACK NECK DROP - HPS TO SEAM	1/8	1 1/4	1 1/4	1 1/4	1 1/4	
M MINIMUM NECK STRETCHED	0	13 1/2	13 1/2	13 1/2	13 1/2	

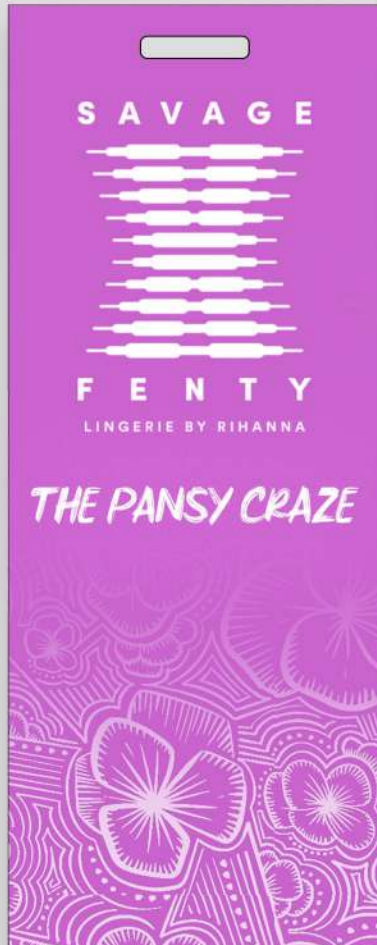


SAVAGE FENTY		PRODUCTION SPEC SHEET		SEASON:		SPRING/SUMMER '25	
REFERENCE #:	BODYSUITS	DESCRIPTION:	FLOWER GURL BODYSUIT				
STYLE #:	SL005143	SIZE RANGE:	XS-3XL				
SAMPLE TYPE:	PRODUCTION	SAMPLE SIZE:	M				
		FACTORY:	ARD14				

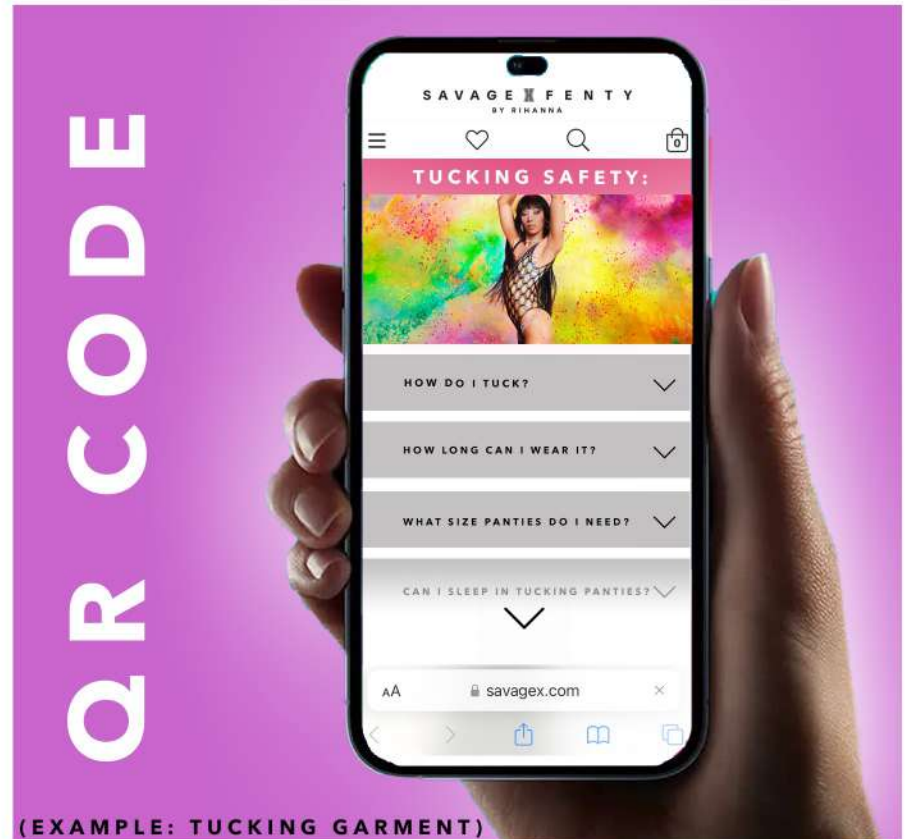
  

POINT OF MEASURE (FLAT)	Tol +/-	S	M	L	XL	2XL
A FRONT LENGTH - HPS TO EDGE	3/8	27	28	29	30	31
B SHOULDER SLOPE	1/8	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2
C ACROSS SHOULDER - SEAM TO SEAM	3/8	12	13	14	15	16
D ACROSS FRONT - MID ARMHOLE	3/8	15 1/2	16 1/2	17 1/2	18 1/2	19 1/2
E ACROSS BACK - MID ARMHOLE	3/8	16 1/4	17 1/4	18 1/4	19 1/4	20 1/4
F CHEST 1" BELOW ARMHOLE	3/8	14	15 1/2	17	18 1/2	20
G BOTTOM OPENING STRAIGHT	3/8	19	20 1/2	22	23 1/2	25
H ARMHOLE ALONG SEAM - CURVED	1/4	5 3/4	6 1/2	7 1/4	8	8 3/4
I MUSCLE 1" BELOW ARMHOLE	1/4	4 3/4	5 1/4	5 3/4	6 1/4	6 3/4
J SLEEVE OPENING RELAXED	1/4	5	5 1/2	6	6 1/2	7
K SLEEVE LENGTH FROM CB - 3 POINTS	1/4	12	12 3/4	13 1/2	14 1/4	15
L HEM/TRIM HEIGHT	0	1/4	1/4	1/4	1/4	1/4
M COLLAR HEIGHT	1/4	3	3	3	3	3
N NECK WIDTH FROM SEAM TO SEAM	1/4	7	7 1/4	7 1/2	7 3/4	8
O FRONT NECK DROP - HPS TO SEAM	1/8	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2
P BACK NECK DROP - HPS TO SEAM	1/8	1 1/4	1 1/4	1 1/4	1 1/4	1 1/4
Q MINIMUM NECK STRETCHED	0	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2
R WAISTLINE RELAXED	1/4	13	14	15	16	17
S WAISTLINE STRETCHED	1/4	23	24	26	28	30
T FRONT RISE - TO WAIST CUTOUT	1/4	9	9 1/2	10	10 1/2	11
U BACK RISE	1/4	9 1/2	10	10 1/2	11	11 1/2

SXF25-TPC-001  
RAY VIOLET OPTION



LABEL SEWN IN GARMENT  
AT 1/4" SEAM ALLOWANCE



## THE PROBLEM WITH MODERN LGBTQ+ RETAIL

. The non-cis-gendered population includes but is not limited to transgender, non-binary, genderfluid, etc<sup>1</sup>. This demographic is notable for being overlooked by the fashion community yet remains a driving force in capitalistic approaches of diverse representation<sup>2</sup>. Many brands tend to capitalize on diversity by including limited time approaches of representation, specifically during Pride Month<sup>2</sup>. Many of these brands do not actually design with these people in mind.

“The Pansy Craze” collection introduces genderqueer options to mass market online retail. In efforts to create an inclusive atmosphere, we will blend our appearance management options into our current categories and listings. Consumers can easily choose whether they need appearance management garments to be built into their lingerie or not, via the preference options, on the right side panel of the display image. Genderqueer consumers can also select a filter, while searching, that states “Appearance Management” and/or by collection, to view the full “The Pansy Craze” collection, with ease.

Consumers can also choose their sizing preference and thus compression level of their appearance management garment via the preference options.

1 “Glossary of Terms.” Human Rights Campaign, <https://www.hrc.org/resources/glossary-of-terms>.  
2 Desjardins, Lisa, et al. “Rainbow Capitalism Raises Questions about Corporate Commitments and Pride Month’s Purpose.” PBS, Public Broadcasting Service, 30 June 2021, <https://www.pbs.org/newshour/show/rainbow-capitalism-raises-questions-about-corporate-commitments-and-pride-months-purpose>.

SAVAGE FENTY  
BY RIHANNA

BEST SELLERS BRAS PANTIES LINGERIE LOUNGE & SLEEP RIHANNA XPLORE SALE

**Flower Gurl Bodysuit** ♥  
★★★★★ 7 Reviews

NEW XTRA VIP OFFER - 65% Off **\$20.98**  
VIP: **\$59.95**  
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afterpay available for orders over \$30 ⓘ

COLOR

WITH APPEARANCE MANAGEMENT? ⓘ  
 YES  NO

SIZE FIT: True to size | Size Guide  
XS S M L XL 1X  
2X 3X 4X

## A BETTER TOMORROW

The future of fashion disregards values of gimmicks, and fast fashion trends to ensure brand success<sup>1</sup>. Consumers increasingly base their purchasing decisions on how closely a company's policies and goals coincide with their own beliefs<sup>2</sup>. This collection addresses the belief that people are allowed to express their gender and cater to it through fashion. Regardless of the demographic that buys into the collection, we are also displaying that we recognize concerns within marginalized communities, and we are responsible for providing these people with accessible options. Furthermore, we are expressing to the LGBTQ+ community that this brand is also designed for them. It is essential that we can evolve from fast fashion practices, and coincide with general consumers' beliefs. This collection will ultimately become a catalyst for designing past surface level consumer wants. This collection can show that we are willing to research marginalized communities and use our platform to enhance their lives, and create a safer atmosphere. It is not enough to feature diverse consumers in advertising, we must be willing to specifically design for these groups.

### Moving Forward

Allowing compression garments in future collections opens the Savage X Fenty market to a wider range of consumers. We can continue our research, and styles to enhance this market, and encourage others to cater to their gender identity. Through the marketing of this collection, we can also develop a virtual safe space for the LGBTQ+ community that will not only provide a relationship with the consumers but can also become a tactic of advertising. As this brand becomes synonymous with LGBTQ+ fashion brands, we can expect the market to increase exponentially. Additionally, the effectiveness of these compression garments can be a driving force in potentially expanding to shapewear collections. With other notable celebrity brands focusing on shapewear, such as Yitty, and Skims, it could be beneficial to intertwine this concept with Savage X Fenty. Depending on the success of the collection, we can become the brand that is known even more for inclusion and developing styles for marginalized groups. Lastly, incorporating sustainability can enhance our impact on the environment, and increase our ratings for our sustainability report. This can dramatically increase sales and build consumer relationships.

<sup>1</sup> Team, Soocial. "16 Mind-Blowing Sustainable Fashion Statistics (2022)." Soocial, 18 July 2022, <https://www.soocial.com/sustainable-fashion-statistics/>.

<sup>2</sup> McKinsey & Company. "State of Fashion 2022: An Uneven Recovery and New Frontiers." McKinsey & Company, McKinsey & Company, 26 July 2022, <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>.



**THANK YOU!**



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