



QUIZ

Fit for Purpose – Fit for Girls

1. In clothing, gender stereotypes can be presented in which elements?

- a) Size and fit only
- b) Colour and slogan only
- c) They are not presented in clothing
- d) Size, fit, colour, slogan, motif, character and font

2. Name two ways in which gender stereotypes can be harmful and limit a child's potential.

3. What percentage of schools in England have school uniform policies for girls that are either significantly more expensive than boys or more expensive due to less generic 'bought anywhere' items?

- a) 25%
- b) 70%
- c) 100%

4. The Childrenswear Responsible Retailing guidance by the British Retail Consortium is supported by the UK Government and states that childrenswear must not unduly stereotype. The code of practice is compulsory.

- True False

5. In 2017 which major UK store was the first to remove boy's and girl's labels from children's clothing in a bid to 'reduce gender stereotyping':



ANSWERS

1. D)

2. Any of the following:

- Lower self-esteem in girls
- Poorer reading skills in boys
- Poor mental health among children
- Body image issues
- Eating disorders
- Higher male suicide rates
- Violence against women and girls

3. B)

4. False. The code of practice is purely voluntary.

5. John Lewis