



Kate Long @volewriter Sun Feb 06 15:42:09 +0000 2022

Strap in for a thread about the hugely sexist messaging on children's clothing at **@Primark**. The store I popped into was in Chester but of course it's a nationwide chain.

Let's begin with the messages girls are being hammered with. <https://t.co/nH4muQvFds>



Females must Keep on Smiling. <https://t.co/oJPw4rlgWj>



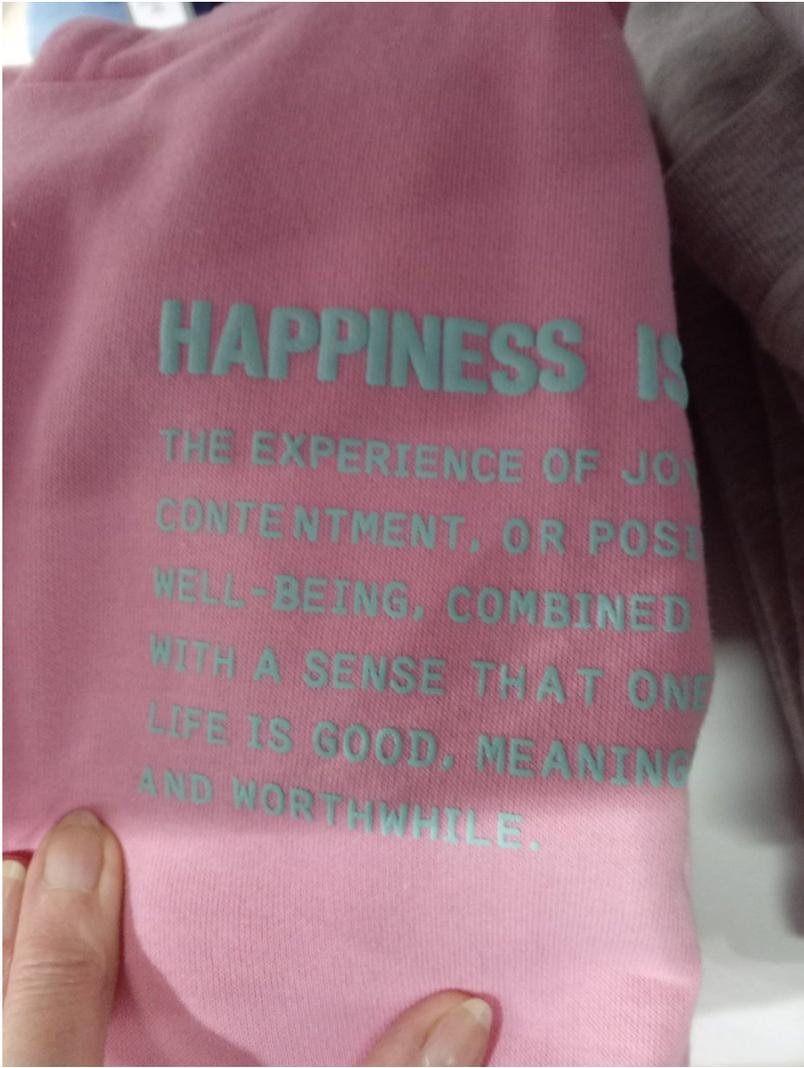
They are urged to BE GOOD and DO GOOD. <https://t.co/KDAmLtqjgS>



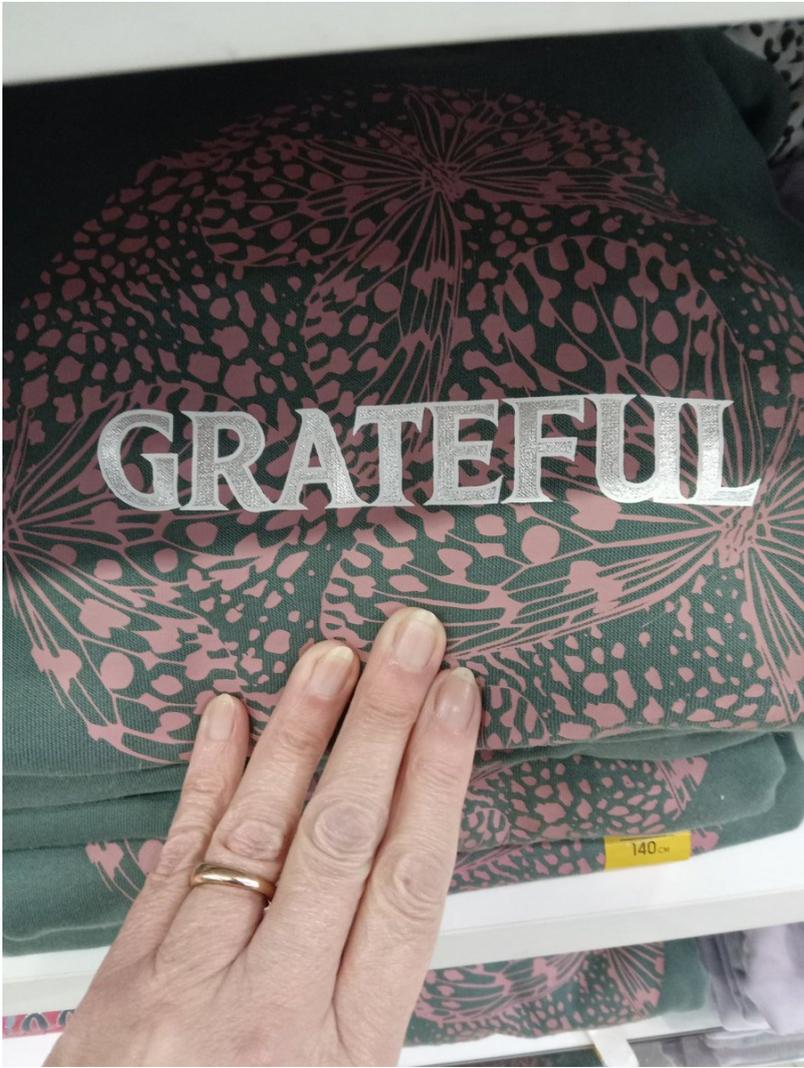
To Love. <https://t.co/RqbPEwINrW>



To be full of HAPPINESS. <https://t.co/bitGHHrTOD>



GRATEFUL. <https://t.co/3PMNtZTHxW>



Kind and Happy. <https://t.co/kevOuwTvs5>



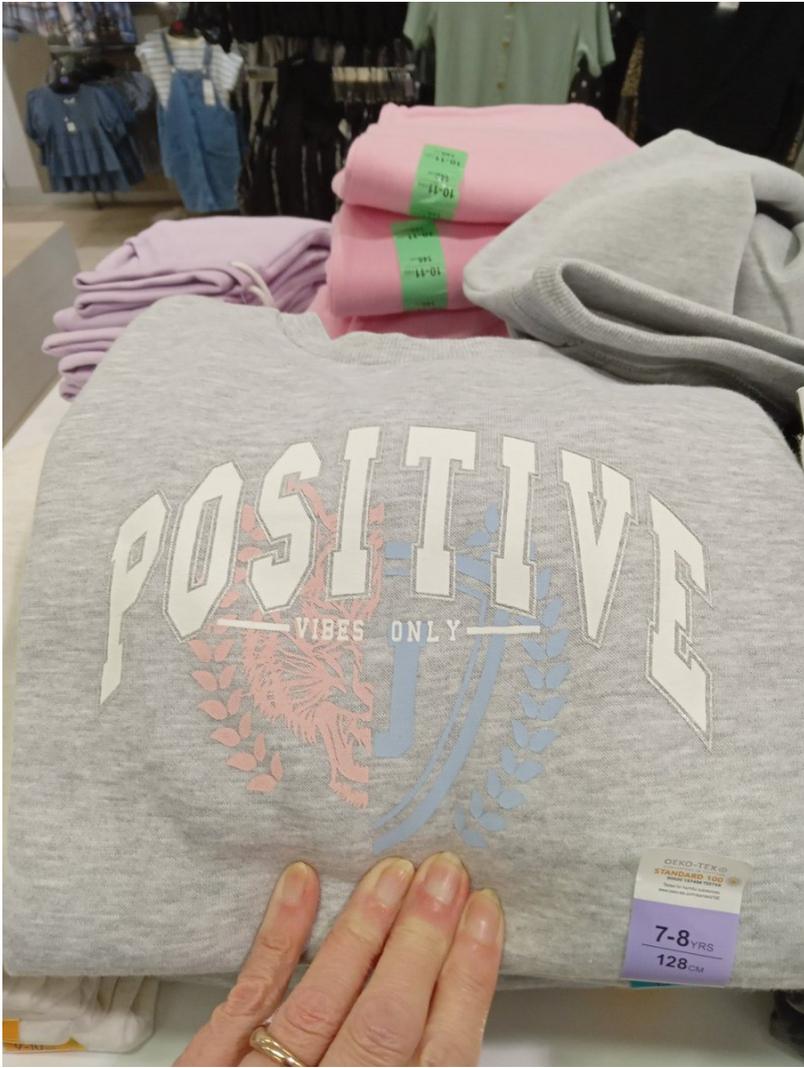
To Dance on the rainbow (?) <https://t.co/sfTWZL2UX5>



To be an OPTIMIST. <https://t.co/JGExRZkvcX>



To be POSITIVE. <https://t.co/3aBRXzwZX2>



To Grow positive thoughts. <https://t.co/4NkGXdbatj>



To be GRATEFUL (again). <https://t.co/MoESKMJVEA>



To be GRATEFUL, HUMBLE and OPTIMISTIC. <https://t.co/XR97gxpLlj>



To be full of joy. <https://t.co/oQEgeK1wpm>



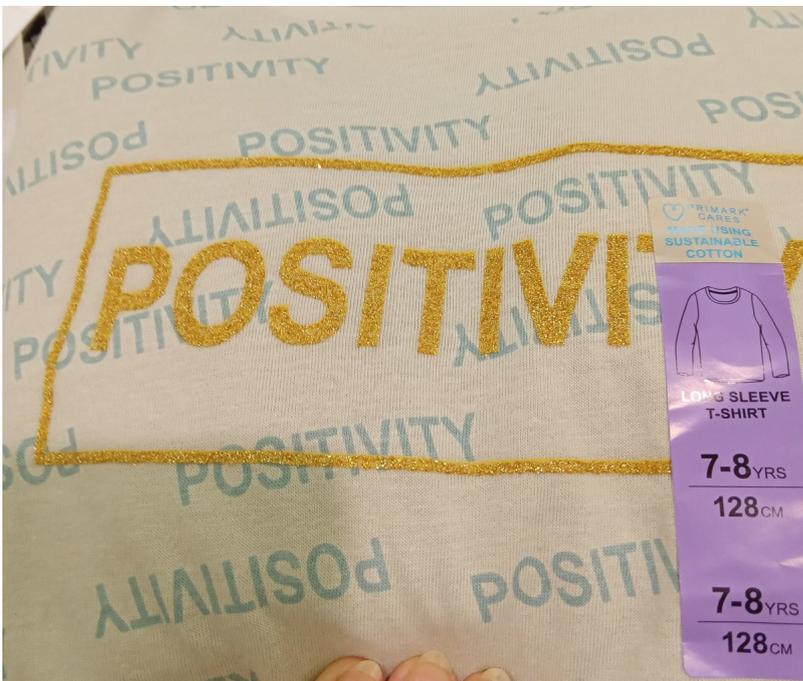
To know that KINDNESS ALWAYS WINS. <https://t.co/LN3PLzagcm>



To NEVER STOP BEING MAGICAL. <https://t.co/Af5SmqBI5R>



To be POSITIVE (again!!). <https://t.co/RjD418DIPu>



To LOVE LOVE. <https://t.co/fiE14BTn3k>



To be full of KINDNESS. <https://t.co/sotjk1xAMX>



To be "always perfect". <https://t.co/QXKXgafwDe>



To give off only GOOD VIBES. <https://t.co/wXkJlxyYTq>



To exude Peace and Love. <https://t.co/eIL2nAtWS1>



Again to BE KIND. <https://t.co/7u2nhUugBl>



And again. <https://t.co/GCrTwjYUOE>



To spread MORE JOY. <https://t.co/KgvFPtmTQ8>



And to CHOOSE HAPPY.

This was all in just three stands. I spent 5 minutes looking. <https://t.co/HF7UOzWvtn>



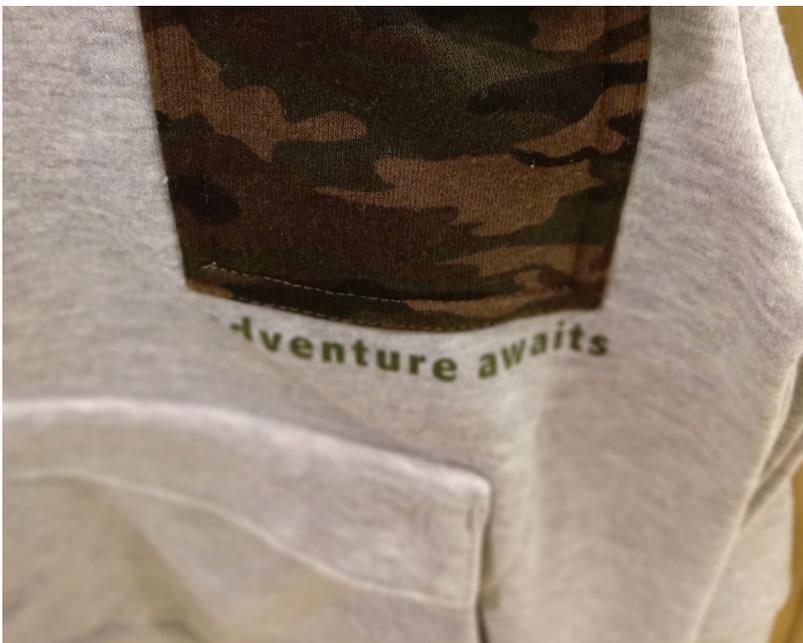
I'll add what I found in the boys' section after tea. But needless to say there was *nothing* about the need to be loving, kind, grateful, joyful, perfect or positive. Absolutely nothing.

The message to little girls is BE COMPLIANT AND PASSIVE. Always think of others. Put on a pleasant, smiling face for that is your job in the world.

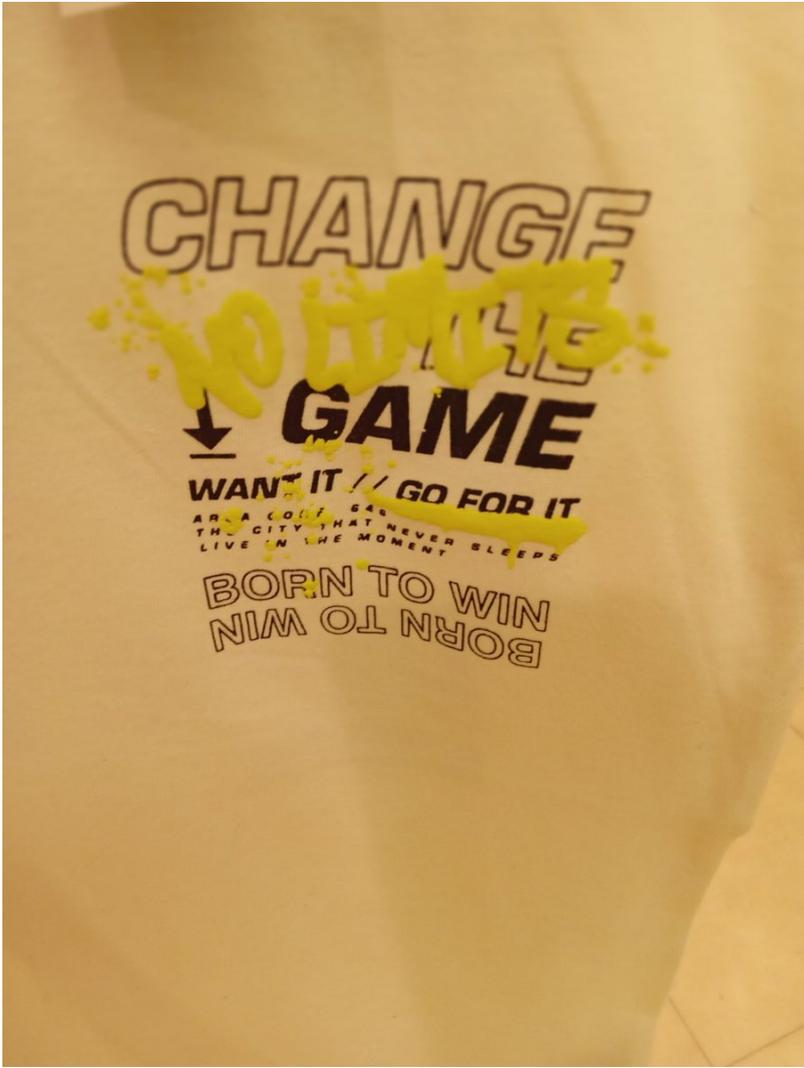
Right, let's look at what messages @Primark are pushing at little boys, in contrast. <https://t.co/odd189ySv6>



Adventure awaits! <https://t.co/Nxp30nSZnc>



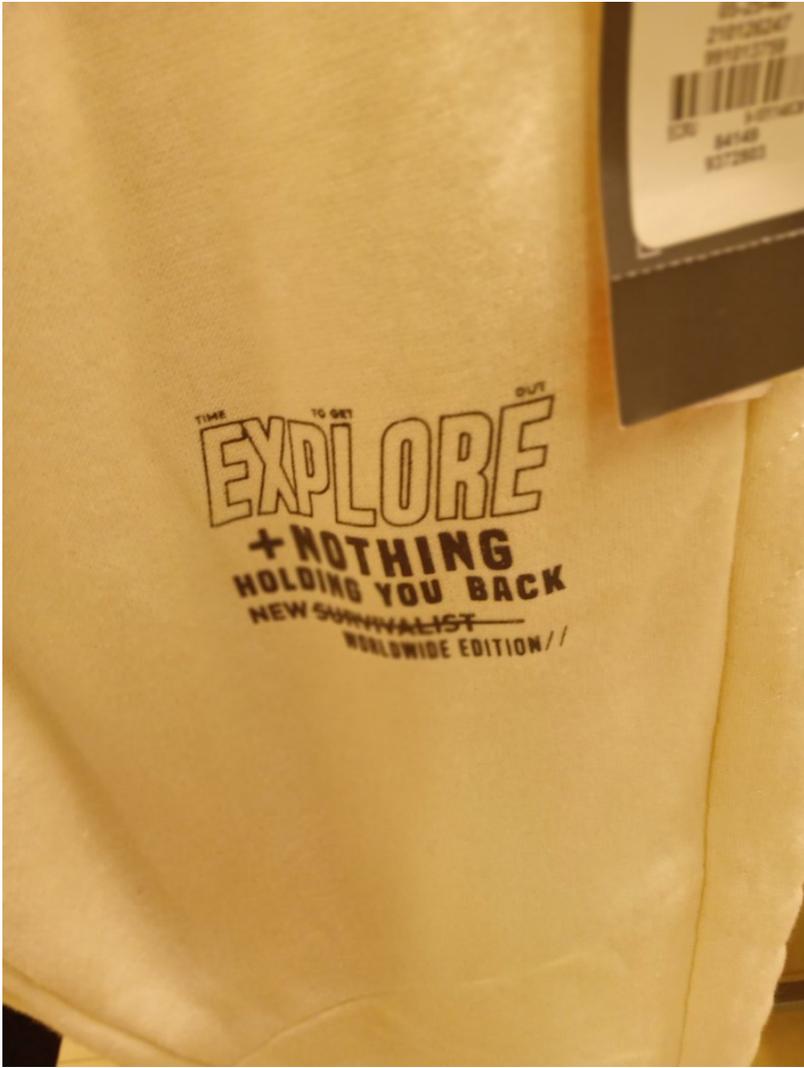
CHANGE THE GAME. REWRITE THE RULES. GO FOR IT. BORN TO WIN. <https://t.co/NXsfoy9Mgb>



TOTAL ICON. <https://t.co/1X11LaekaG>



EXPLORE. NOTHING HOLDING YOU BACK. <https://t.co/EiCYNRNgKU>



POWER. <https://t.co/TJKKv5nAwX>



MORE POWER! <https://t.co/DJDQDVrFaT>



YOU ARE LIMITLESS. <https://t.co/JZ5bVtXfIA>



CHAMPION. <https://t.co/edoEpLgSDH>



You are the FUTURE. <https://t.co/xn14Zvh9z8>



AUTHENTIC LEGACY. <https://t.co/Nlj1u2reWN>



MAKE THE RULES. <https://t.co/Pg0pzHtUqd>



AWESOME ADVENTURES. <https://t.co/FE1o9ZNQsD>



Have a WORLDWIDE VISION. <https://t.co/tG7qUs615G>



AWESOME. <https://t.co/mqWtQ3aiX0>



GO FIND IT. <https://t.co/uA3qfxAJiX>



Can anyone spot a difference in tone here? A difference in narrative? Boys are awesome in themselves and don't need to consider anyone else. Boys are about *doing* and girls are about *feeling*. Boys take what they want; girls consider others.

It's INCREDIBLY SEXIST and outdated and unhelpful to both boys and girls.

Stop telling girls their place is to serve others! Stop telling boys they should have nothing to do with kindness and love!

What are you, a throwback to the 1950s??

If you're interested in this topic, please check out [@letclothesbe](#), [@LetToysBeToys](#) and [@LiftingLimitsUK](#).

More of my threads here. <https://t.co/YI0dyJHtRC>

<https://t.co/LEJdBquUpT>

<https://t.co/0pc9n0x5AG>

<https://t.co/WMnE3IXeOd>