

THE **phluid**™
PROJECT

**THEY
POWER**

Her &
Him &
Them &
Zem &
Zir &
WE.



**THE FRAGRANCE
FOUNDATION**

ROB SMITH

ABOUT ME

- Husband
- Entrepreneur
- Mentor
- Human Rights Activist
- Member of the LGBTQIA+ Community
- CEO and Founder of The Phluid Project
- 30+ year retail executive
Macy's | Victoria's Secret | NIKE | Levi's
- Personal time spent on boards including
Hetrick Martin Institute, Athlete Ally
- Board of Directors for Steve Madden leading CSR
initiative



The Phluid Project, launched in March of 2018 in NYC and online for access worldwide as a gender free fashion brand.

We joined a movement of humans committed to challenging the ethos of traditions past that inhibit freedom and self expression.

Our world is grounded in purpose and humanity through fashion, community, activism and education.

The rising voice of today's youth rejects gender binaries and desires an all encompassing space, both physically and virtually, that allows us to wear what makes us feel good and express ourselves with freedom and authenticity.



Our entire society is built on a binary construct.

Yet, Gen Z rejects these binary limits. No longer do they identify as this or that, rather they identify as this AND that.

81%

Believe a person shouldn't be defined by their gender



26%

Gen Z represents more than 1/4 of the U.S. population (32% of the Global Population)

52%

Identify as not strictly "heterosexual"



86%

Of Gen Z shop across gender lines

23%

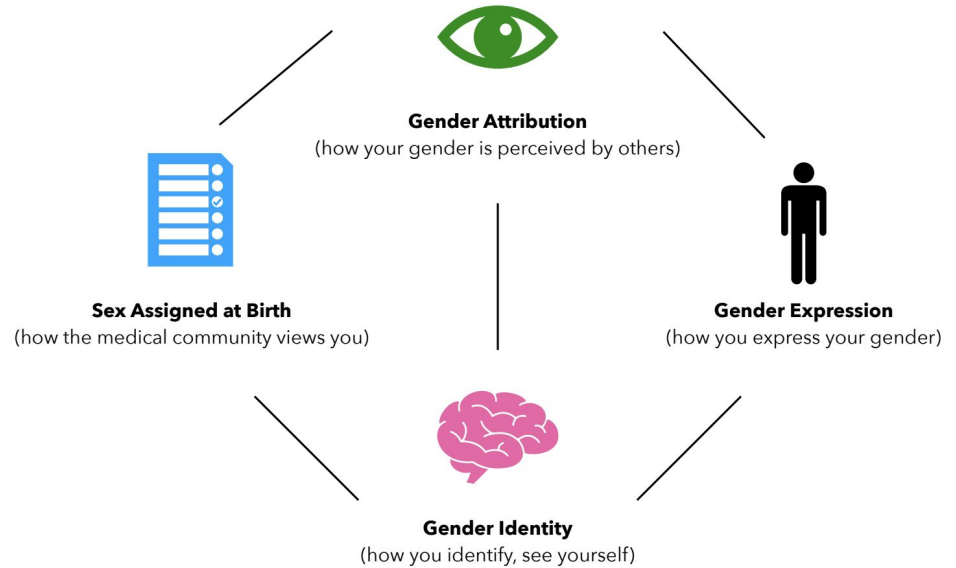
Of Gen Z'ers expect to change their gender identity at least once during their lifetime

56%

Of Gen Z'ers know someone who identifies with a gender neutral pronoun



Understanding Gender



- Gender is a 'Social Construct' rooted in Western Colonization
- The "Gender Binary" permeates every aspect of life in Western society
- Gender and Sex are not the same thing
- Everyone has a gender identity and a sexual orientation

- 46% of LGBTQ+ employees remain in the closet at work.
- Unwelcoming workspaces can cause a reduction of 30% of employee engagement and productivity.
- 73% of employees who hide their identities at work will most likely leave their company within three years.
- Pronoun use and sharing have become common and expected in universities across the county with 33% of young adults know someone with gender neutral pronouns.
- Sexual orientation and gender identity and expression (SOGIE) inclusion policies increase LGBTQ+ employees job satisfaction, commitment to their employer and health outcomes.
- Companies with a long-term commitment to LGBTQIA+ inclusiveness outperform others in their sector.
- 77% of Generation Z claim that a company's diversity and inclusion policies are a determining factor for their choice of employer.

HOW TO ASK FOR SOMEONE'S GENDER PRONOUN

Introduce yourself first

Practice learning and using pronouns on your own

Hello my name is _____ and my pronouns are (she/her/hers).

Ask don't assume!

What are your name and pronouns?

If you do not know someone's pronouns and are too nervous or feel like you have missed your opportunity to ask use they/them/theirs or only refer to them as their name

If you mess up - correct yourself and move on

she/her/hers

they/them/theirs

he/him/his

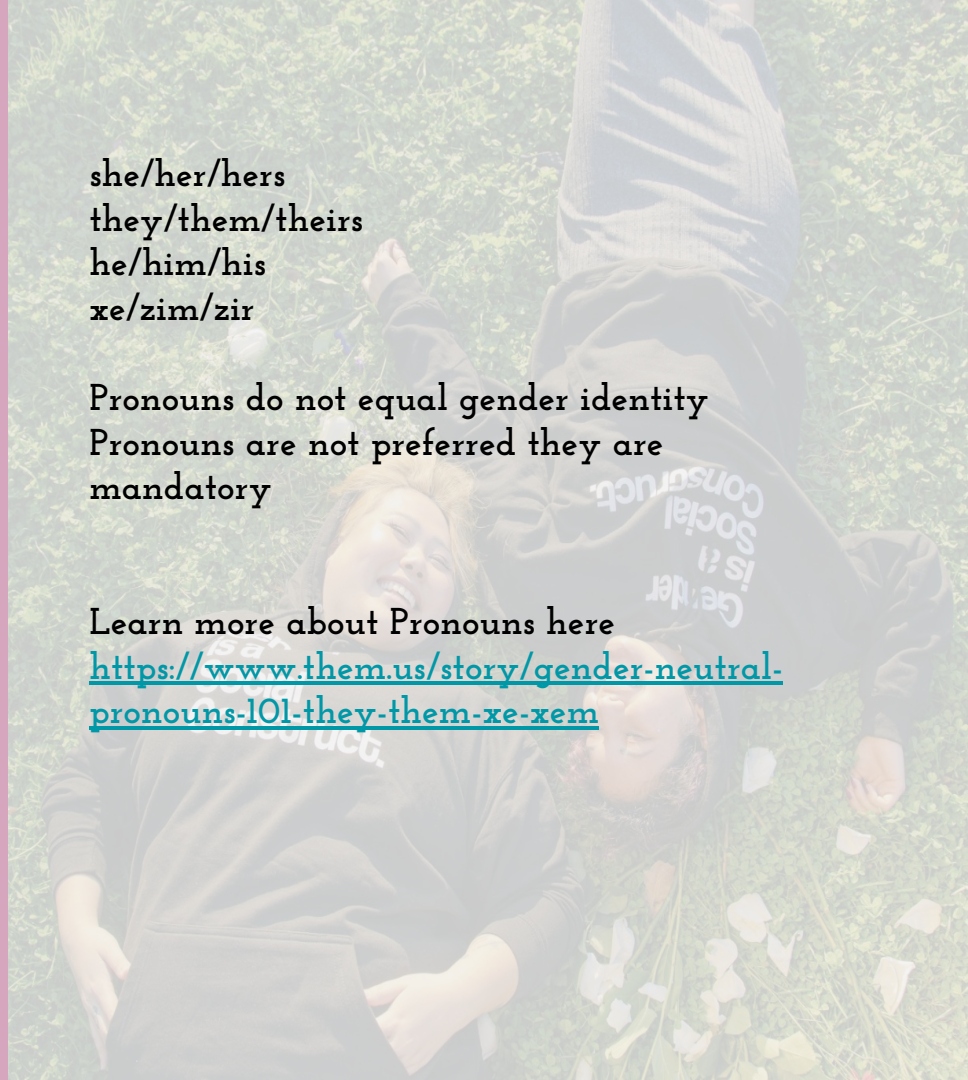
xe/zim/zir

Pronouns do not equal gender identity

Pronouns are not preferred they are mandatory

Learn more about Pronouns here

<https://www.them.us/story/gender-neutral-pronouns-101-they-them-xe-xem>



- Add your pronouns everywhere and READ others
- Avoid assuming others pronouns
- Check in with your colleagues on what their pronouns are
- Correct others when they use the wrong pronoun for an individual or “misgender” them
- Use the sentences: individual (people/folks) of transgender / nonbinary/ gender expansive experience



The Phluid Project Certification will provide your company with an inspiring education and a set of tools to embrace true affirmation of all individuals' gender identity and gender expressions.



UNDERSTANDING

Support companies' journey to true understanding and affirmation of all individuals' gender identities and expressions.



INCLUSIVE PRACTICES

Help companies build inclusive practices to create affirming atmosphere resulting in recruiting and retaining the most diverse talent.



PROGRESSIVE STANDARDS

Aiding companies to ensure their policies and practices are leading the pack in their industry and are reflective of progressive legal standards.



TOGETHER, LET'S
GO CHANGE THE
WORLD

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