# Fashion as a Tool for Self-Discovery in the Queer Community



In the queer community, fashion plays a crucial role in helping individuals discover and express their identity. Influencers and designers such as Ivanka De Koning and MI Leggett underscore the importance of style as a reflection of self-awareness and confidence.

Ivanka De Koning, a queer femme fashion influencer with a following of over 422,000 on Instagram and 60,000 on TikTok, illustrates how evolving fashion can parallel the journey of self-discovery. Based in Manhattan, she initially struggled with her fashion choices after coming out at 26, but gradually found confidence through her unique style that blends luxury brands with a playful aesthetic.

MI Leggett, the creator of Official Rebrand, identifies as non-binary and trans masc. Their fashion journey reflects the fluidity of their gender identity. Official Rebrand, launched in 2017, focuses on creating versatile, sustainable clothing that defies traditional gender norms. MI emphasizes the significance of using fashion as a medium for personal expression.

Designer Jacqueline Loekito, who identifies as a “female earthling,” also channels gender fluidity in her brand, crafting pieces that are devoid of strict gender categorizations. Her journey from Jakarta to London influenced her inclusive design philosophy.

These experiences highlight how fashion serves as a powerful tool for the LGBTQ+ community to articulate their identity and navigate their self-discovery processes.