

# TO WHAT EXTENT HAS FEMALE REPRESENTATION EVOLVED THROUGH MUSIC VIDEO FASHION

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RESEARCH PROBLEM  
& GAP

Music videos can be described as a postmodern media form that allows the combination of audio and imagery to create an enhanced sensory experience. The visual aspect of music videos allows for a media form that expresses storytelling through scenery, costume design and an overall combination of media language, Jeong and Choi (2006).

As fashion acts a form of art expression, it can be used as a media element to convey a visual representation within music videos. By analysing music videos and the encoded messages, this research will discuss the socio-cultural contexts experienced in different time periods and how this is impacted by media ideologies.

There’s a lack of investigation within music and fashion. The subject gap identified is the representation of women within music video culture in addition to the analysis of fashion choices that convey media messages and ideologies. By analysing music video fashion, a better understanding of current ideologies and societal attitudes can be formed.

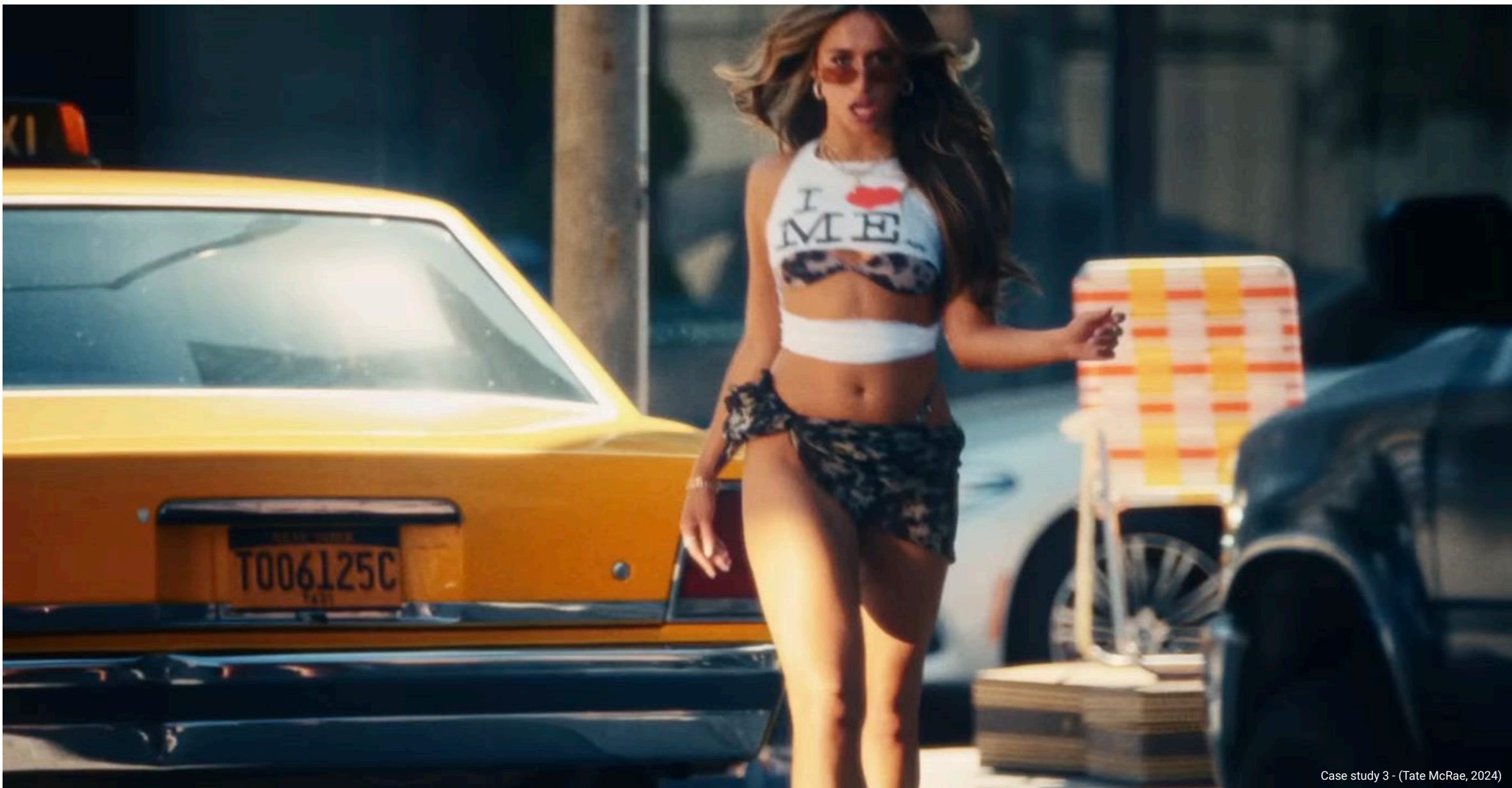


RESEARCH AIM  
& OBJECTIVES

To investigate the evolution of fashion within hip hop music videos and understand how this contributes to ideologies surrounding feminism and female representation. By analysing sources from the period of 2010- 2025 through secondary research, this research piece aims to understand how the use of fashion in these music videos is used to convey a specific message or ideology.

RESEARCH METHOD

This work focus on the semiotics surrounding women in music videos including the fashion trends they display. This research will include three case studies of hip hop music videos from 2010 to 2025 to analyse and evaluate media language to contribute to the discussion surrounding female representation and media codes. Case study 1 - (A\$AP Rocky, 2012). Case study 2 - (Selena Gomez, 2017) Case study 3 - (Tate McRae, 2024)



FINDINGS  
& DISCUSSION

These three case studies trace the evolution of female representation in music videos from the 2010s to the 2020s, highlighting how similar visual techniques—such as low-angle shots of the female body—convey different meanings depending on cultural context. While earlier videos like A\$AP Rocky’s reflect the male gaze and sexual objectification, more recent portrayals, such as in Tate McRae and Selena Gomez’s videos, show women expressing agency through fashion, dance, and aesthetic choices. The analysis underscores fashion and music as interlinked mediums shaped by gender dynamics, semiotics, and shifting feminist ideologies, though it also notes a lack of intersectional analysis in current research.