

UTC Document Submission: Addition of **Winter Clothes Emojis**

To: UTC

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Abstract



We propose the SCARF, GLOVES and COAT emoji as a slate of cold-weather clothing and accessories emoji. They fill an important gap in the emoji set around winter, and also provide important building blocks for future emoji ZWJ sequences.

Factors for Inclusion:

A. Compatibility:



Line, a popular communication app, has five characters that showcase a SCARF:

It also has one character that displays a COAT:

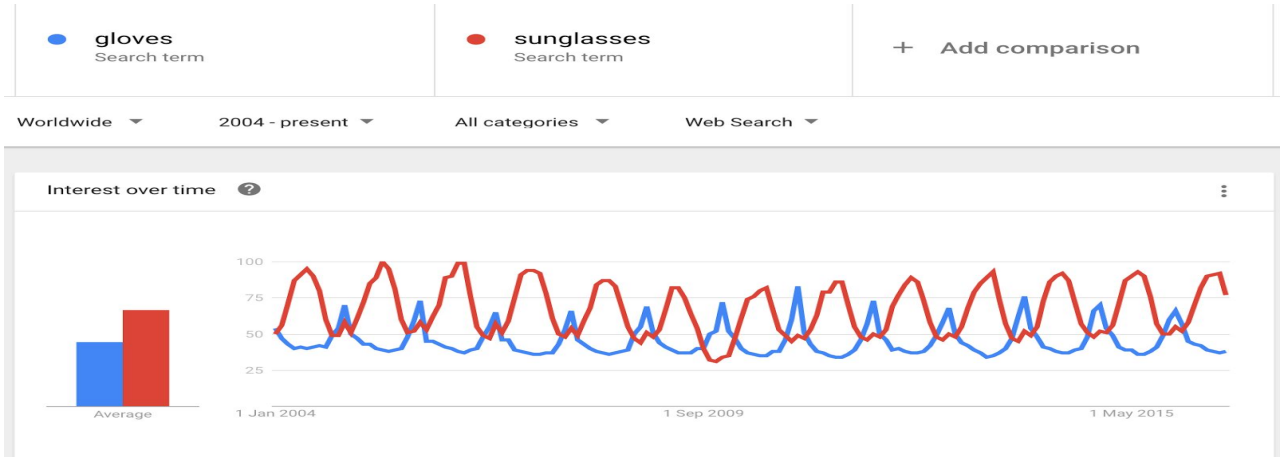


B. Expected Usage Level:

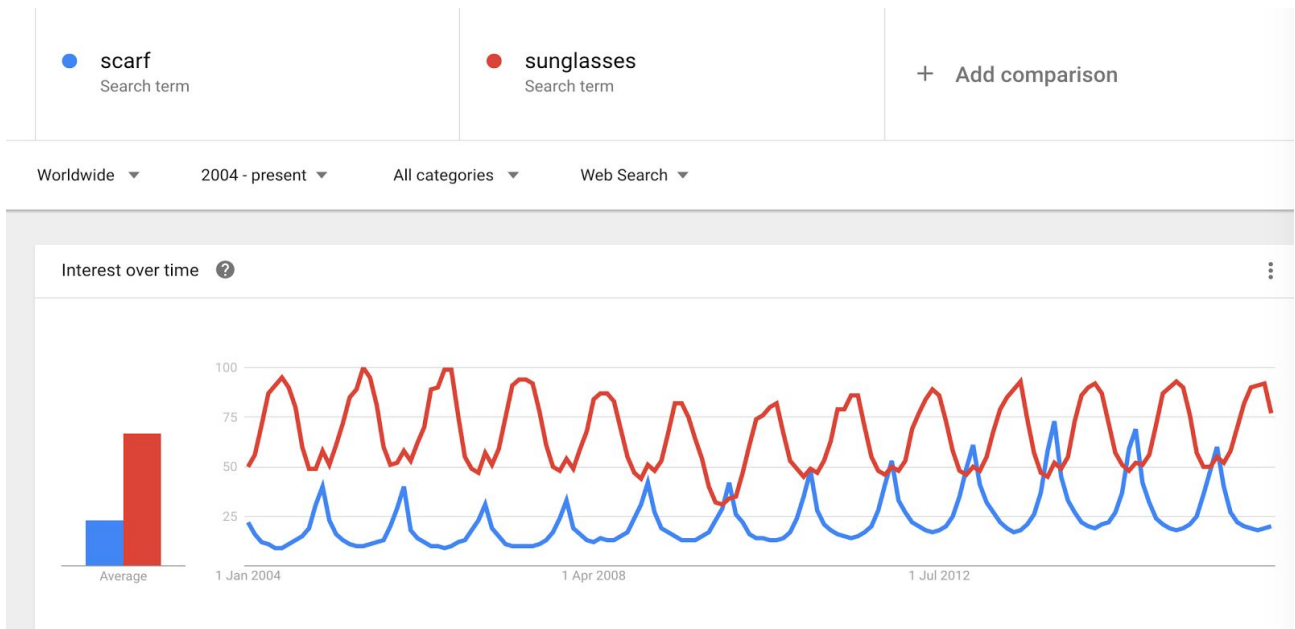
1. Frequency: There are high expected levels of usage:
 - As of 08/27/16, you will receive 5 million photos when searching “scarf” into the Instagram tags search bar. You will receive 16.3 million photos when searching for “sunglasses.”
 - The sales value of women’s scarves in the U.S. alone reached \$600 million in 2015¹

¹ "• Retail sales value women's scarves/mufflers United States ... - Statista." 2015. 27 Aug. 2016
<<http://www.statista.com/statistics/311411/retail-sales-value-of-women-s-scarves-mufflers-in-the-us/>>

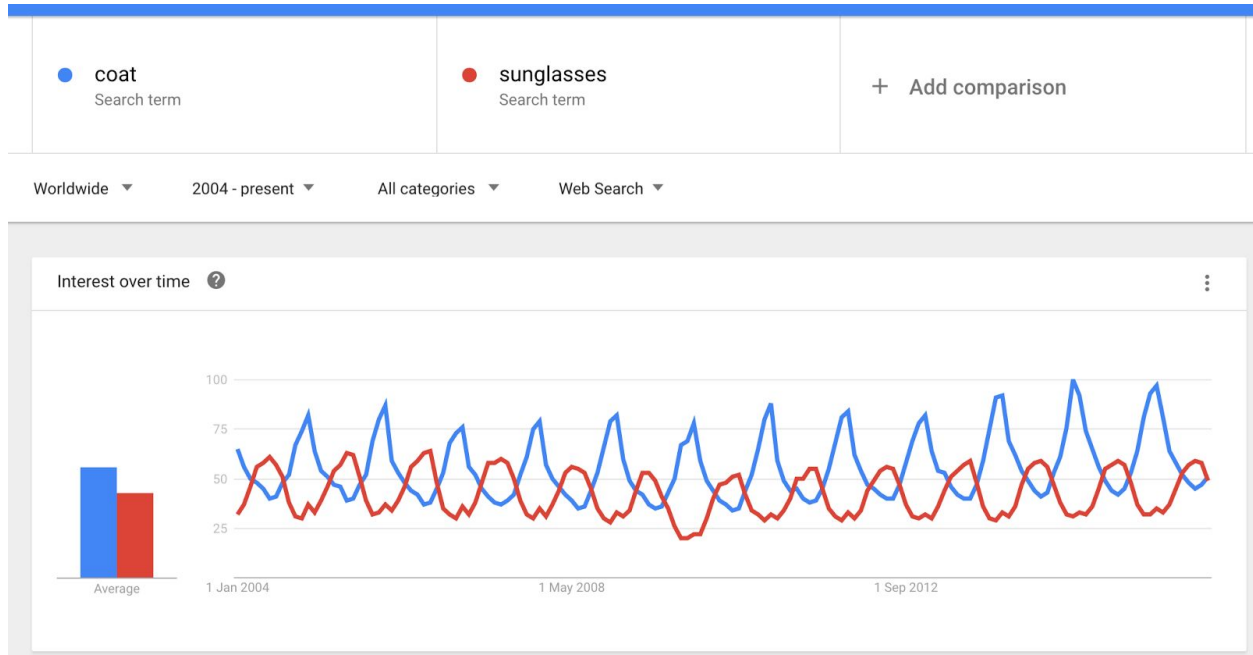
- The usage of the SCARF emoji will be highly concentrated during cold-weather. Especially countries such as Russia, Northern Europe, the USA and Canada
- 930,000 photos come up when searching for “gloves” on Instagram.
- Comparing “gloves” to “sunglasses” on Google Trends:



- Comparing “scarf” to “sunglasses” on google trends:



- 2.4 million photos appear when searching for “coat” on Instagram tags
- Comparing “coat” to “sunglasses” on Google Trends:



2. Multiple Usages:

SCARF has multiple uses, depending on the context.

- SCARF can represent winter or keeping warm, especially if represented as a NECK SCARF
- It can represent HEADSCARF
-

GLOVES can have multiple meanings, depending on the context and style.

- GLOVES can be used to represent cold weather or winter — or keeping warm
- GLOVES can also be used to represent SAFETY or PRECAUTION as in the case of medical GLOVES or construction GLOVES.
- GLOVES can be used to represent chivalry, honor and dignity, as they have been used as part of religious and royal ceremonies.²

COAT

- COAT can symbolize professionalism, work and also cold-weather.
- COAT can also be a symbol of protection
- COAT can be used to represent covering something, as in a coat of paint

² http://www.gloves.com.ua/about_glove_en.php (Accessed August 27, 2016)

C. Persistence:

The SCARF dates back to before 8th century BC, originating in Ancient Rome. Initially, the scarf was used for hygiene purposes rather than being fashionable or keeping warm. Working men used the scarves to wipe away the sweat that built up due to the heat. 17th century and onwards, the scarf was now recognized as more of a fashion statement. During the reign of Charles I, elaborate and colorful scarves grew to be popular as they complemented the low cut necklines in French gowns. Today, scarves are viewed as both a fashion item and an item that maintains warmth.

GLOVES have been around for millennia, dating back at least to at least Homeric times. Certain translations of *The Odyssey* describe Laertes wearing gloves in his garden to avoid the brambles.³ Gloves, during the peak of the Middle Ages, were perceived as an item of protection in a soldier's battle. They were usually made out of metal and leather armour, called a gauntlet. However, the notion that gloves were reserved for defence, quickly shifted during the 13th century as now they were viewed as a fashion accessory worn by women. Thanks to Queen Elizabeth I, heavily embroidered and jewelled became a trend. In the 21st century, gloves aren't restricted to one role. They serve for medical, fashion and protection purposes.

COAT, or outerwear, have been around since the 6th century, introduced by Persians. Their version of outerwear was made out of animal skin and served to protect people from the cold. Britain began to develop their own version of coats during the 1800s. The coats produced in Britain are much more similar to modern outerwear.

The SCARF, GLOVES and COAT are all fundamental articles of clothing that have lasted for centuries, if not millennia, thus, they will remain in use for a long time, longer than Unicode's members.

D. Image Distinctiveness

- SCARF, the illustration will emphasize its loose and meandering character making it very distinctive
- GLOVES, with five fingers, are highly visually distinctive. We have a choice whether to render as GLOVE or GLOVES. We recommend GLOVES.

³ <http://www.fashionintime.org/history-gloves-significance/> (Accessed August 27, 2016)

- COAT, there are no existing emoji's that appear similar to a COAT or WARM OUTERWEAR.

E. Completeness

The slate of cold-weather clothing helps balance the warm and temperate weather clothing — such as the BIKINI, SUNGLASSES and DRESS.

F. Frequently Requested

Evidence of demand from users on Twitter and Instagram:

- “Why did I wake up to 42°F temperatures?!? It's flipping August!!! (Also now I need an emoji wearing a scarf and I cant find one...)”⁴
- “How is there no scarf emoji yet?”⁵
- Random thought. There needs to be a scarf emoji.⁶

The GLOVES emoji

- “Where's a glove emoji when you need one?”⁷

There are many requests for various different COAT emoji, showing the importance of it as a base emoji for ZWJ sequences.

- “In a few years I'll be Dr. Washington *inserts lab coat emoji*”⁸
- “They gotta make a mink coat emoji”⁹
- A little mystery and intrigue is a good thing. Love it. I wish I had a trench coat emoji.¹⁰

Factors for Exclusion:

G. Overly Specific:

⁴ <https://twitter.com/NoltsGillian/status/769146780386676737?lang=en> (Accessed August 27, 2016)

⁵ <https://www.instagram.com/p/9y7ez7msF9/> (Accessed August 27, 2016)

⁶ <https://twitter.com/the2ndyellow/status/738449036521308160?lang=en> (Accessed August 27, 2016)

⁷ <https://twitter.com/msleanalane/status/733094483122851840> (Accessed August 27, 2016)

⁸ <https://twitter.com/idiaralashay/status/757738146683621377> (Accessed August 27, 2016)

⁹ https://twitter.com/LosoLuciano_/status/764518978232410112 (Accessed August 27, 2016)

¹⁰ <https://twitter.com/seasicksheep/status/685624174673526784> (Accessed August 27, 2016)

The characters suggested are not overly specific. In fact, SCARF, GLOVES and COAT can be rendered in different ways with different cultural connotations. Thus, the vendors will need to choose how design the emoji so they can be broadly interpreted and have flexible meanings as described in our multiple uses section.

H. Open Ended:

The characters proposed are distinct and will prove to be useful. Not only can they be used in their cold weather context, but they can also serve as base characters for ZWJ sequences, such as WOMAN + SCARF = WOMAN IN A HEADSCARF (submitted under a separate proposal) and a future GLOVES + BASEBALL = BASEBALL GLOVE (singular).

In addition, COAT opens up options for vendors to create WHITE LAB COAT, FUR COAT, TRENCH COAT, among others.

I. Already Representable:

The only correlation to winter that exists in the selection of emoji's are the SNOWFLAKE, SNOWMAN and SNOWBOARDER. However, they merely represent winter objects and activities and not the clothing worn in winter. The same way there is a BIKINI, SUNDRESS and SUNHAT to represent summer, there must be clothing items and accessories that represent winter.

There is also already a BOXING GLOVE emoji as part of Unicode 9.0, but that has entirely different meaning from five-fingered gloves.

J. Logos, brands, UI icons, signage, specific people, deities:

There are no conflicts with brands, logos, signs or deities.

Other Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping: