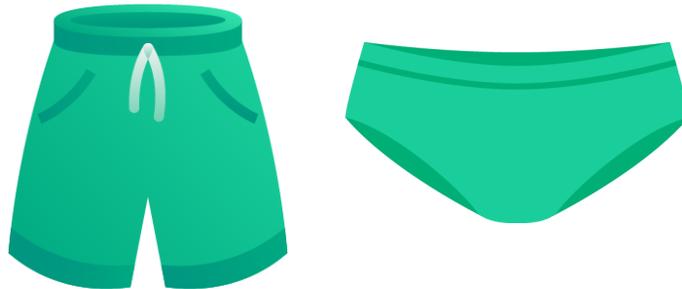


Proposal for BRIEFS and SHORTS Emoji

Submitted by: Kelly Marie Blanchat, Dwight Knell, Jennifer 8. Lee of Emojination

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*"The world is dying to know — is it boxers or briefs?"
- Laetitia Thompson, addressing President Bill Clinton*



Credit: Aphelandra Messer (Free for use in context of this proposal)

Abstract

This proposal requests the inclusion of TWO new clothing/apparel emoji: SHORTS and BRIEFS. The only emoji that comes close to representing summer or recreational water clothing is BIKINI, a gender-specific swimsuit. So for completeness, we want to build out this set.

Introduction

SHORTS

While considered a common, practical clothing item that's ubiquitous around the globe today, shorts didn't actually start making appearances in the general public until the late 19th century and early 20th century. Typically, they would only be worn by young boys, often at boarding schools or other similar environments, until they reached maturity. Because of this trend, men and women typically didn't wear them to avoid looking immature — instead, men would wear pants and women would wear dresses, skirts or blouses.

However, in the early 20th century, knee pants and knickerbockers became popular with younger demographics; as a result, shorts slowly became acceptable to use by older populations, who enjoyed them for the purpose of participating in sporting activities or other outdoor events. Amplified in part by the practice of World War I soldiers using the garment in the heat of battle to cool themselves down, wearing shorts even became a patriotic statement in western culture. In addition, it became common for professional athletes to sport them — they could choose from a wide variety of the garb (baggy shorts, “short shorts,” boardshorts, cycling shorts, running shorts, gym shorts, etc.).

Finally, by the mid-to-late 20th century, shorts became a socially acceptable form of clothing to wear by adults during the summer or other casual occasions. Today, you can find shorts everywhere: at the beach, in public spaces, in gymnasiums and during sporting events, in schools or even in casual office spaces. From cargo shorts to cutoffs to denim shorts to khaki shorts, the attire is astoundingly popular and would be an essential addition to the emoji collection.

Briefs

The emergence of briefs as a form of male swimwear paralleled the ever decreasing modesty of the female maillot swimsuits and bikinis.

As a popular type of clothing, briefs exploded onto the fashion scene in the 1930s, inspired by recent French prototypes. Truly becoming the new norm, briefs are still used today by both sexes in various cultures and locales on a global scale.

In the male community during the 20th century, briefs have been viewed as a hip form of clothing. Evidence shows that men’s briefs marketing is just as strong, a sampling of which includes:

- Actor Mark Wahlberg for Calvin Klein (1971 - 1992)¹
- Soccer player David Beckham for Armani (2008)² and for Bodywear at H&M (2011 - present)³
- Soccer player Cristiano Ronaldo for Armani (2011)⁴

¹ [“The Evolution of Mark Wahlberg: From Calvin Klein Pants Dropper to ‘Deepwater Horizon’ Star.”](#) The Wrap. 28 September 2016.

² [“David Beckham Named New Face & Body of Armani Underwear.”](#) Access Online. 5 January 2008.

³ [“David Beckham Takes His Shot.”](#) WWD. 19 May 2011.

⁴ [“Cristiano Ronaldo in his underwear: Real Madrid star models for Armani.”](#) The Telegraph. 14 January 2010.

- Musician Justin Bieber for Calvin Klein (2016)⁵

In 1994 the topic of briefs slipped into politics during the MTV Forum on Youth and Violence when audience member Laetitia Thompson asked President Bill Clinton, "The world is dying to know — is it boxers or briefs?" to which the President responded, "Usually briefs." Afterwards, Laetitia told the press, "He's a real human being. He's very sexually oriented, and people are always interested in that"⁶.

Perhaps more important than the genders representations in briefs marketing, is that increasingly briefs companies have begun body-positive campaigns. Often, these campaigns are for both men and women, or are gender-neutral, such as include Aerie's commitment to not retouch photographs of both male and female models⁷ to the sex-neutral briefs by Acne Studios⁸ and the period-positive underwear by Thinx⁹ and Pyramid Seven¹⁰.

Therefore, for emoji to be inclusive to all genders —beyond the binary idea of "men" and "women" — it is important that the next Unicode emoji release include a gender-neutral swim option, expanding beyond the sexualized and gendered BIKINI 🍑 .

Names

CLDR Short Name: SHORTS

CLDR keywords: SHORTS, BOXERS, KNICKERS, SWIM TRUNKS

CLDR Short Name: BRIEFS

CLDR keywords: BRIEFS, UNDERWEAR, BUDGIE SMUGGLERS

Selection Factors Inclusion

A. Compatibility

The proposed BRIEFS and SHORTS emoji would be an entirely new character for iOS, Android, and Windows.

⁵ "[Justin Bieber Flaunts His Stuff in New Calvin Klein Underwear Ad.](#)" Billboard. 26 January 2016.

⁶ "[The Commander in Briefs.](#)" The Washington Post. 20 April 1994.

⁷ "[Bring on the \(unretouched\) hunks! Aerie debuts tongue-in-cheek campaign for men's underwear featuring four 'real' guys with beards, chest hair, and even love handle.](#)" The Daily Mail. 25 March 2016.

⁸ "[Gender Neutral Underwear Are On Display At The Victoria & Albert Museum.](#)" Bustle. 15 November 2015.

⁹ "[Makers of Period Panties Introduce Version for Trans Men.](#)" The Cut. 16 November 2015.

¹⁰ "[These period boxers made for trans men are even better than Thinx.](#)" Mashable. 27 July 2017.

B. Expected Usage Level

Frequency

SHORTS is a very popular hashtag on Instagram.

#shorts

6,168,926 posts



[Instagram #shorts](#)

Google Trends (Web Search) indicates a level of interest in “shorts” much greater than that of “blouse,” which is already an emoji.

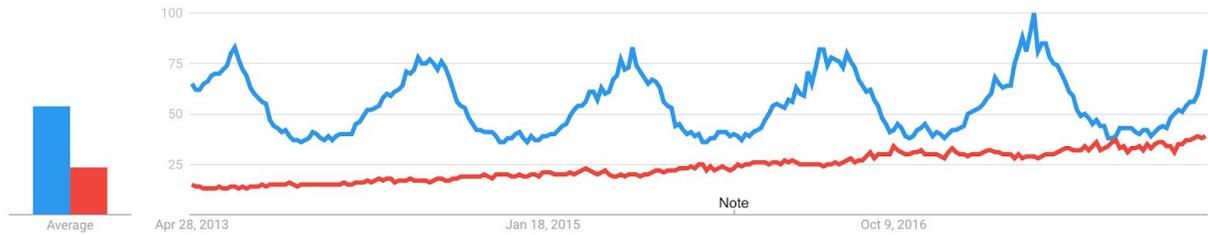
● shorts
Search term

● blouse
Search term

+ Add comparison

Worldwide ▾ Past 5 years ▾ All categories ▾ Web Search ▾

Interest over time ?



Other required evidence relative to reference emoji SHORTS:

Google

shorts

All Shopping Images News

About 1,110,000,000 results (0.62 seconds)

Google

blouse

All Images Shopping News

About 126,000,000 results (0.61 seconds)



shorts

All

Images

Videos

39,300,000 Results

Any time ▼



blouse

All

Images

Videos

30,400,000 Results

Any time ▼



shorts



Home

About 101,000,000 results

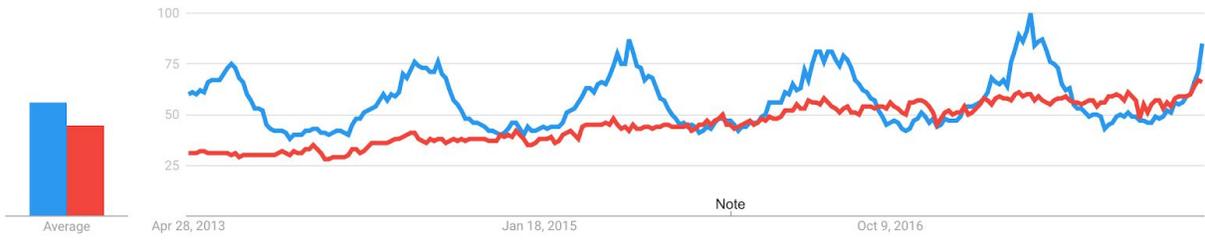
Shorts
Garment

Blouse
Garment

+ Add comparison

Worldwide Past 5 years All categories Web Search

Interest over time



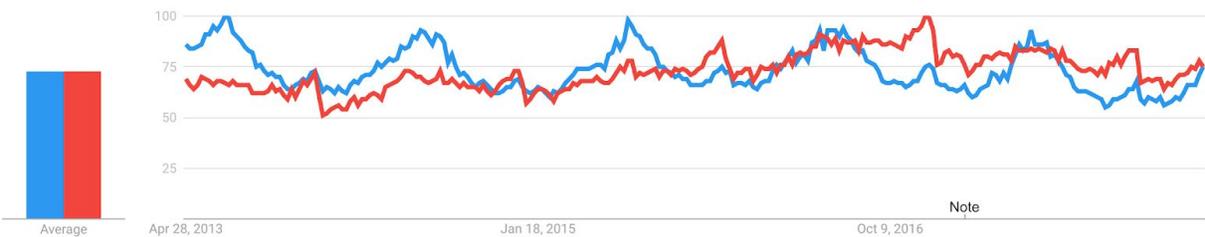
Shorts
Garment

Blouse
Garment

+ Add comparison

Worldwide Past 5 years All categories Image Search

Interest over time



Optional Wikipedia pageview screenshot:

Pageviews Analysis

Comparison of pageviews across multiple pages

Pages Enter up to 10 pages

× Clear

× Shorts × Blouse

Chart type

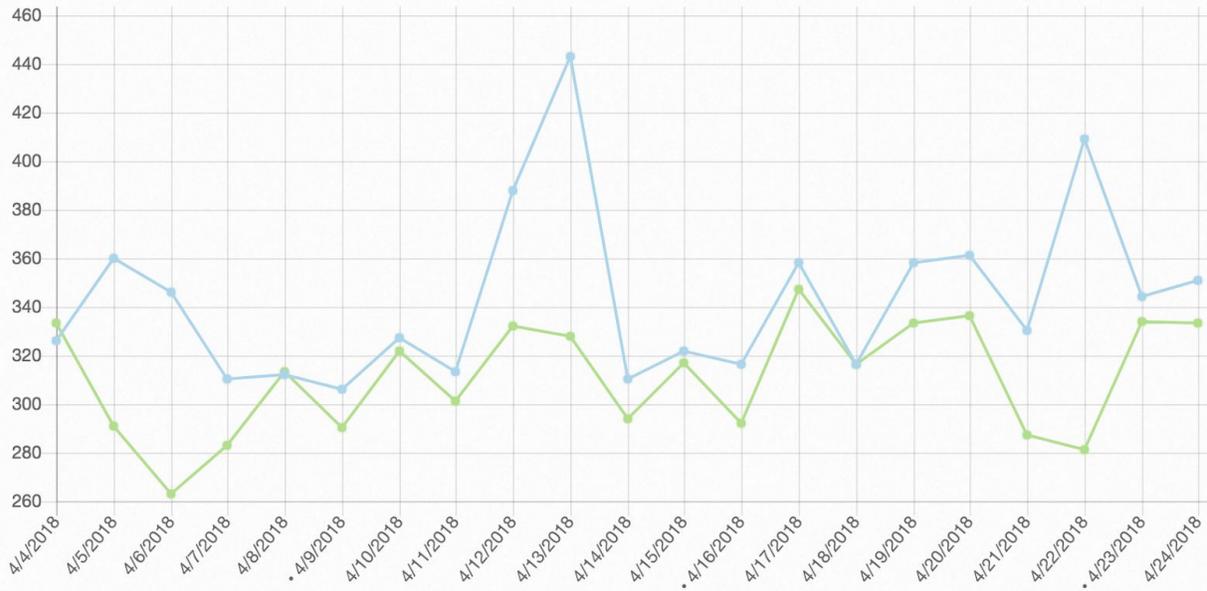
Permalink

Download

Show values

Begin at zero

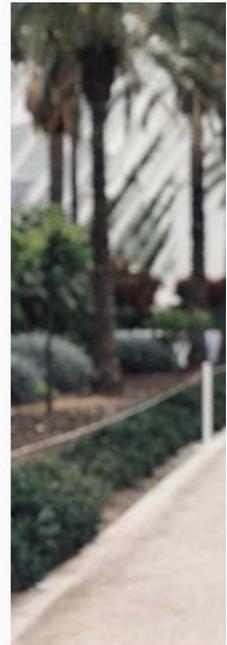
Logarithmic scale



In addition, BRIEFS is a very popular hashtag on Instagram.

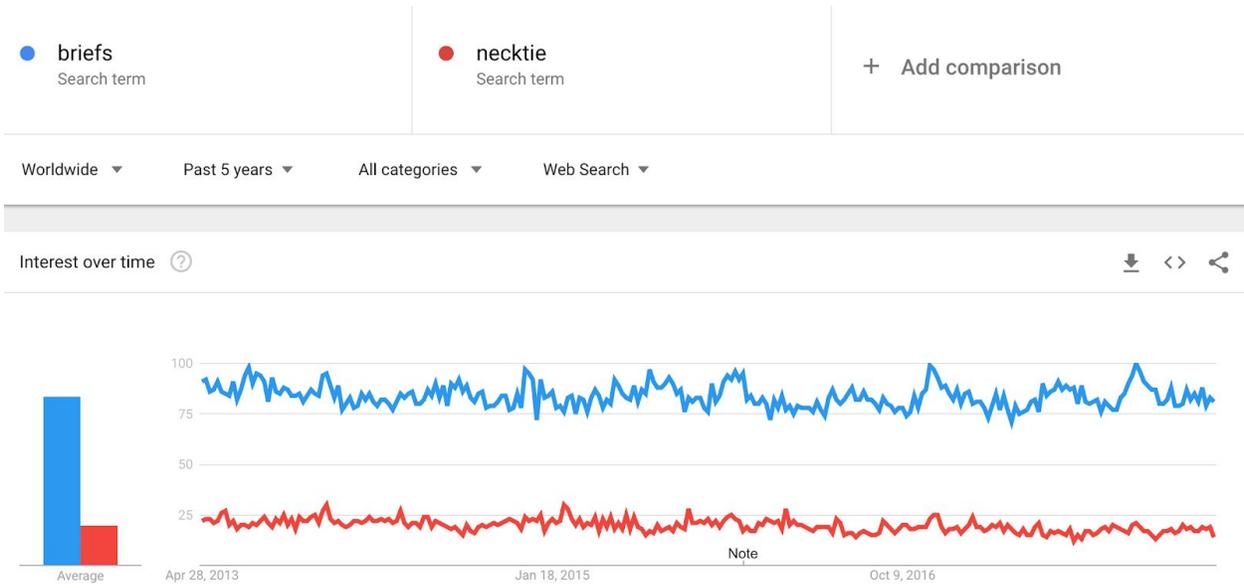
#briefs

267,876 posts



[Instagram #briefs](#)

Google Trends (Web Search) indicates a level of interest in “briefs” much greater than that of “necktie,” which is already an emoji.



Other required evidence relative to reference emoji BRIEFS:

Two screenshots of Google search results are shown. The first screenshot is for the search term 'briefs', showing 'All' as the selected filter and approximately 265,000,000 results in 0.83 seconds. The second screenshot is for the search term 'necktie', showing 'All' as the selected filter and approximately 20,700,000 results in 0.92 seconds. Both screenshots feature the birthday-themed Google logo.



briefs

All

Images

Videos

Maps

30,100,000 Results

Any time ▼



necktie

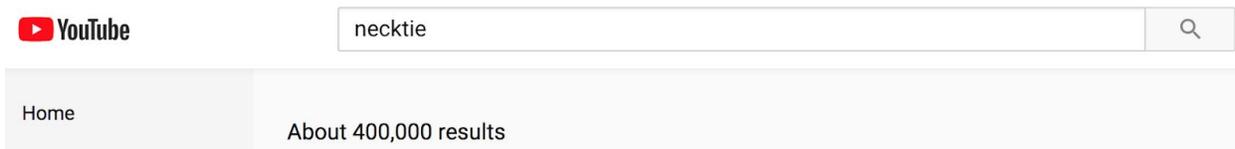
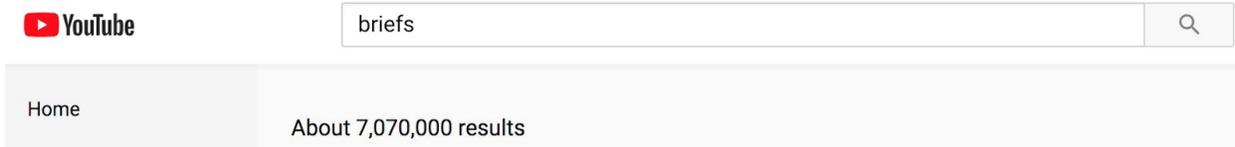
All

Images

Videos

8,010,000 Results

Any time ▼



Multiple Usages

SHORTS and BRIEFS emoji can be used to describe summer wear, swim wear or even underwear.

Use in Sequences

SHORTS + SWIM

C. Image Distinctiveness

The proposed SHORTS and BRIEFS are very distinct from the current BIKINI 👙 (swim wear) and JEANS 👖 (bottom wear),

D. Completeness

The proposed BRIEFS AND SHORTS emoji is intended to complete the clothing/apparel set, which includes clothing basics such as SOCKS 🧦, GLOVES 🧤, JEANS 👖, and various "shirt" options, including T-SHIRT 🧥, NECKTIE 🧣, RUNNING SHIRT 🏃, and WOMAN'S CLOTHES 👚. BRIEFS AND SHORTS will help complete this clothing set.

E. Frequently requested

A search for "shorts emoji" on Twitter brings back users requesting the emoji and expressing surprise that SHORTS doesn't already exist, and trying to cobble together alternatives, whether through text ("*shorts emoji*"), or JEANS and SCISSORS.





Selection Factors Exclusion

F. Overly Specific

Because there is not a true option to represent SHORTS and BRIEFS, or any abbreviated bottom wear for men, the proposed emoji is not overly specific. It also can be quite versatile, representing SHORTS, SWIM TRUNKS and BRIEFS.

G. Open Ended

SHORTS and BRIEFS would not be open ended, as there is a limited number of BOTTOM WEAR, and these two basically round out the form of most of them. It would complement the existing clothing/apparel emoji, and it is generic enough to be used as a representative apparel for any gender.

H. Already Representable

As mentioned earlier, the only way to represent SWIM WEAR or SWIM TRUNKS right now is to use BIKINI 🍑, which is not a satisfactory surrogate, and not appropriate for men. There are not currently any combinations of emoji to express the idea of SHORTS or BRIEFS in a sequence.

I. Logos, brands, UI icons, signage, specific people, deities

The proposed SHORTS and BRIEFS emoji does not represent a specific logo, brand, UI icon, sign, person or deity.

J. Transient

A form of SHORTS and BRIEFS has been a staple of clothing/apparel for over 7,000 years. As the fashions change, the vendor renderings can adapt.

K. Faulty Comparison

While bikini was grandfathered in with the first generation of emoji characters 🍑 it arguably has stood the test of time and is very popular. We are comfortable with it as a benchmark

Sort location

The proposed SHORTS and BRIEF emojis should go before BIKINI 🍑, and after DRESS 👗.

Other Information

(optional)

Character Properties

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

General Category:

Canonical Combining Class:

Bidirectional Class:

Decomposition Type:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping:

Simple Lowercase Mapping:

Simple Title case Mapping:

Author Bios

Kelly Marie Blanchat (kelly.blanchat@gmail.com) is a librarian in New Haven, Connecticut. She uses concepts from social media to teach students about information retrieval and being socially conscious information consumers and creators.

Jennifer 8. Lee (jenny@emojicon.co) is the founder of Emojination. While traveling on train in China for many weeks at a time, she was really excited to discover the existence of disposable underwear. She used to buy them by the bulk and bring them to the United States