

Proposal for ONE-PIECE SWIMSUIT Emoji

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Credit: Apee Messer/Emojination. Free for use in context of this proposal

Abstract

We are requesting the addition of a ONE-PIECE SWIMSUIT emoji, otherwise known as a MAILLOT. It would complement the existing BIKINI emoji and is more universally used for many other swimming situations, both for recreational and competitive sporting purposes. If designed correctly, the image can also be versatile enough to be used for LEOTARD (expanding the sporting apparel category available to gymnasts and dancers.)

The maillot swimsuit, introduced in the early 20th century, is an early reflection of the evolution away from BATHING SUIT (its predecessor, consisting of a fully concealed dress-like ensemble used for leisurely and occasional wading) to SWIMSUIT, the most commonly recognized contour fitting tank-style torso top with high-cut legs typically utilizing high performance/elastic materials engineered for athletic purposes and meeting moisture resistant demands.

Interestingly, the universality of the term MAILLOT is noticeable in its usage outside of Romance-based languages: in both Persian and Arabic, maillot is a gender-neutral term used to refer to a swimsuit for both men and women. Given the proliferation of choices within the swimwear category generally—ranging from tankinis, to burkinis, to board shorts, and swim trunks—it seems fitting that the instantly recognizable and globally worn one-piece swimsuit join the apparel category for the many individuals who universally identify with it for water-based activities.

Images



Credit: Apee Messer

Introduction

The one-piece female swimsuit, once termed the MAILLOT, emerged in the first decade of the 20th century. However it started morphing into its modern incarnation — sleeveless with high cut legs — in the 1930s.

Note, SWIMSUIT was not always so revealing, and in fact for much of world history, skin exposure was considered somewhat scandalous. In fact, the one piece swimsuit made quite a publicity splash when the Australian swimmer Annette Kellerman was arrested in 1907 in Boston for “indecent exposure” because her swimsuit showed her arms, legs and neck.

As water-based leisure activities gained popularity, demand for environmentally suitable attire evolved. In line with gender expectations of propriety at the time, the first iteration of a swimsuit more closely resembled bathing wear in which the entirety of women's bodies was concealed from the public eye, replete with accompanying hosiery. However, neither the form (restrictive and layered) nor the function (made of wool and incredibly heavy) were met. As rationing took hold, economic depression, and perceptions of womanhood and fashions changed through two consecutive world wars, women's bathing suits—much like their shrinking hemline corollary—evolved to meet the utilitarian demands of active wear and the physical requirements of swimming. Just as suffragettes sought their right to vote in the 1920s, they found themselves imprisoned for sporting one-piece bathing suits that were deemed too revealing for public spaces. Interestingly, while the *bikini* was later deemed explosive at the time of its introduction post WWII—hence its name—the one-piece bathing suit was equally shocking to its contemporaries: fashion's ode to women's emancipation.

With the rise of competitive water-based sport for both sexes, year-round access to water based recreational activities, increased global travel, and the ubiquity of the swimsuit as the default uniform for the enjoyment of these activities, an emoji of a maillot seems not only timely but necessary. Swimming is also widely regarded as a necessary life skill—one of survival—and is taught from an early age to children. Given the early introduction of this garment and its presence across the globe, we believe its virtual symbol will be well received and immediately adopted.

Names

SHORT NAME: SWIMSUIT

KEYWORDS: SWIMSUIT, MAILLOT, BATHING SUIT, LEOTARD

Selection Factors Inclusion

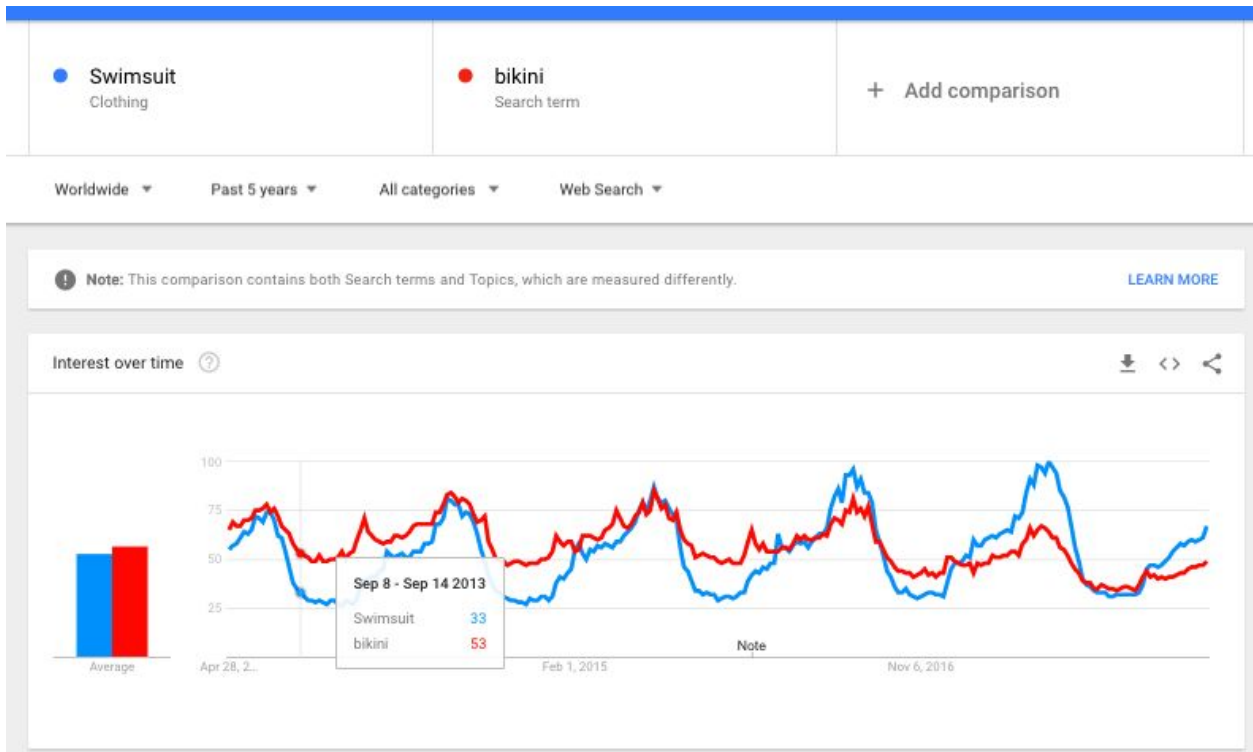
A. Compatibility

This ONE PIECE SWIMSUIT emoji does not currently exist in any of the major platforms.

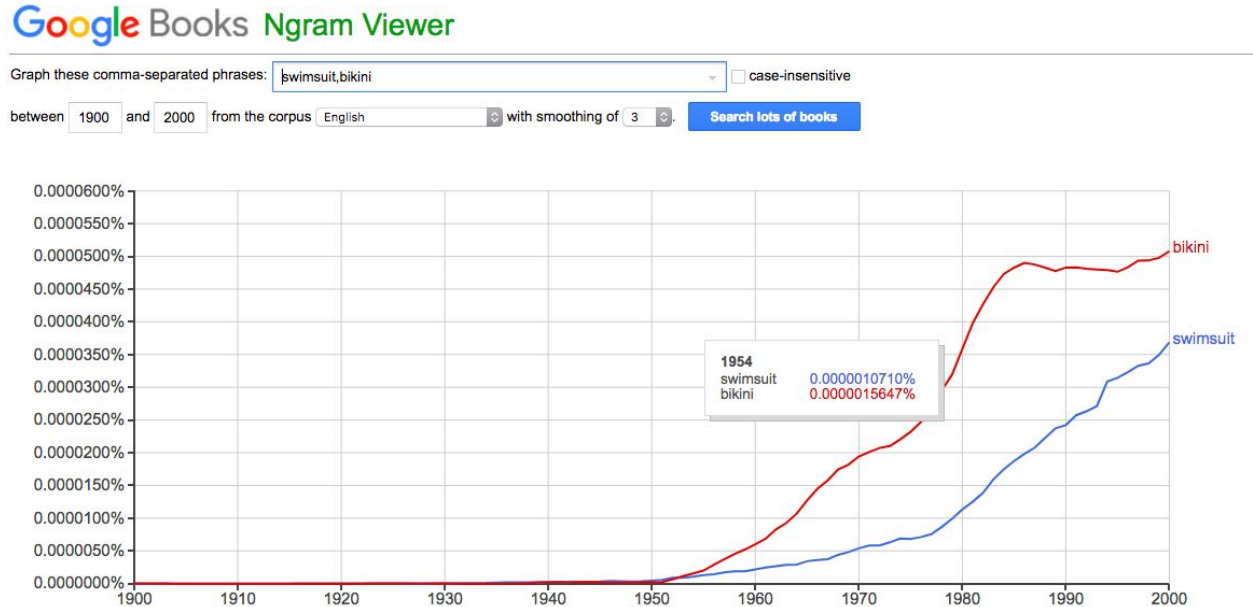
B. Expected Usage Level

- Frequency

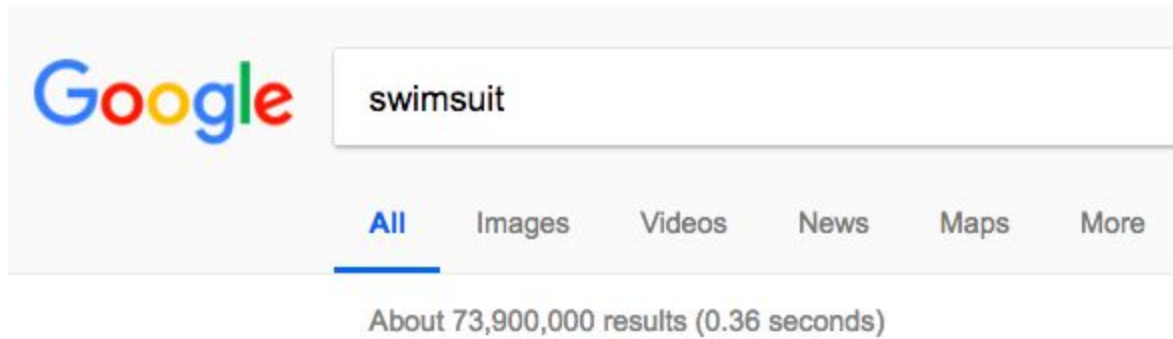
– As you can see, Google trends search data for SWIMSUIT and BIKINI are comparable, with a similar rise and fall with the seasons.



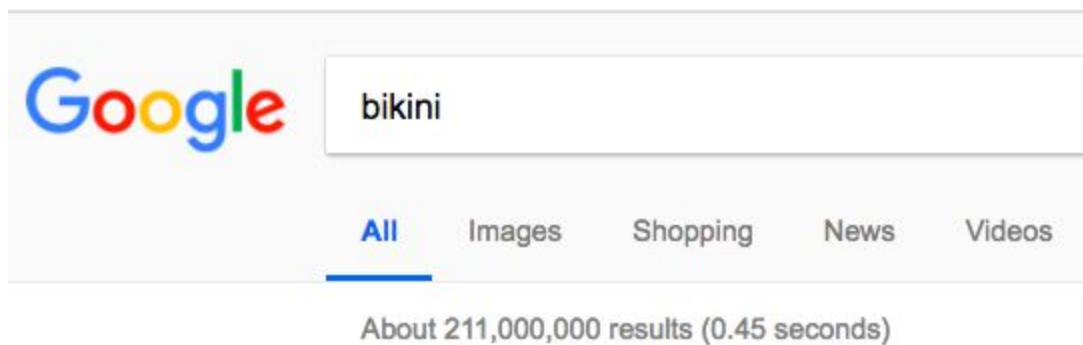
In addition, you can see from Google Ngram viewer that the cultural resonance of SWIMSUIT and BIKINI both really began to pop in popular culture starting in the 1950s, and have maintained their standing since.



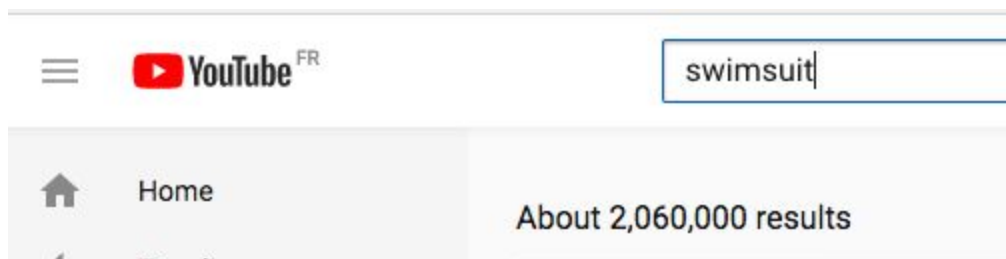
And platform comparisons, with the note that swimsuit is not a comparison.



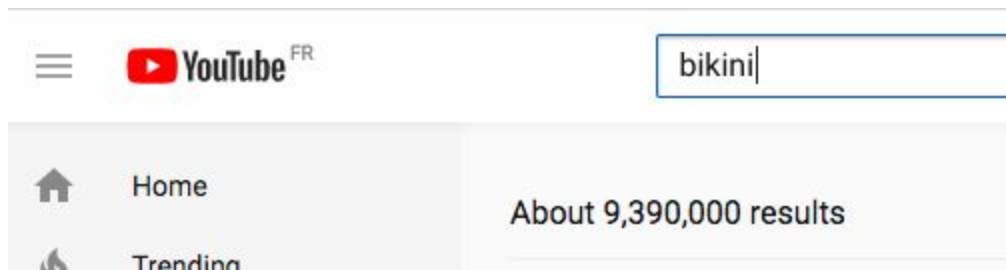
Google search results for "swimsuit". The search bar contains the text "swimsuit". Below the search bar are navigation tabs: "All" (selected), "Images", "Videos", "News", "Maps", and "More". Below the tabs, it says "About 73,900,000 results (0.36 seconds)".



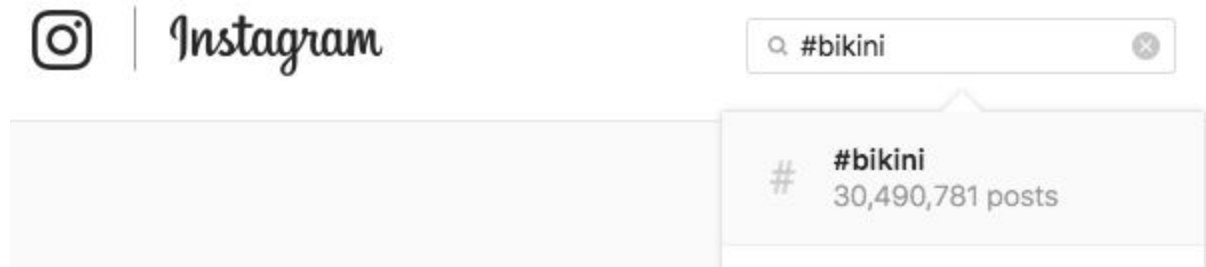
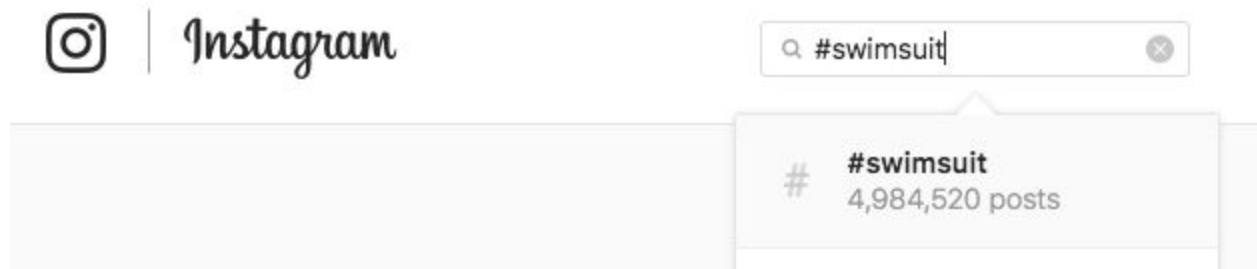
Google search results for "bikini". The search bar contains the text "bikini". Below the search bar are navigation tabs: "All" (selected), "Images", "Shopping", "News", and "Videos". Below the tabs, it says "About 211,000,000 results (0.45 seconds)".



YouTube search results for "swimsuit". The search bar contains the text "swimsuit". Below the search bar, it says "About 2,060,000 results". On the left side, there is a navigation menu with "Home" selected.



YouTube search results for "bikini". The search bar contains the text "bikini". Below the search bar, it says "About 9,390,000 results". On the left side, there is a navigation menu with "Home" selected and "Trending" visible below it.



- Multiple Usages

C. Image Distinctiveness

The one piece SWIMSUIT is very distinctive and standard in form and shape, with its high cut leg slots and the sleeveless top. It does not look like the BIKINI since it is one piece, nor does it resemble anything else in the emoji clothing set at this point.

D. Completeness

The SWIMSUIT does help in completeness, as BIKINI is not sufficient nor appropriate to convey female swimwear, e.g. for children. So having SWIMSUIT, SHORTS/SWIM TRUNKS and BRIEFS to add to BIKINI adds, and largely completes, the set of modern swimwear.

E. Frequently requested

The fact that the only swimwear option is the BIKINI has been disappointedly noted by many people, some of whom have vocalized it on Twitter. One woman astutely pointed out in July 2018, "The fact there is no one-piece swimsuit moji tells me there's not many 40+ women designing emoji."



Darlin' Darla @Darlainky -Tag this person- 12 Jul 2017

The fact there's no one-piece **swimsuit emoji** tells me there's not many 40+ women designing emojis.



4



147



382



221B Con @221bcon -Tag this person- 13 Dec 2016

Come hang out with us! You know you wanna! 🌴☀️🍹 (Why is that the only **swimsuit emoji**? #needmoreemojioptions)

Baker Street Babes @BakerStBabes

Our party won't be the same without you! twitter.com/bakerstbabes/s...



Dawn @mbtmom2000 -Tag this person- 24 May 2015

My coffee cup today because I wish I was at the beach: 🍹🌴🐶🍹☀️ P.S. Where's a one piece **swimsuit emoji**? 😂😂😂

Selection Factors Exclusion

F. Overly Specific

The ONE-PIECE BATHING SUIT is not too overly specific, as there are only two main forms of female swimwear: the bikini and the one piece.

G. Open Ended

This is not open ended, as basically BIKINI and SWIMSUIT are the main forms of modern female swimwear at this point. Since BIKINI exists, and is relatively popular, it stands that a less sexualized version would be needed. In addition we are adding a request for SHORTS and BRIEFS, which. Can be used.

H. Already Representable

As mentioned many times before, BIKINI already exists as a way to represent female SWIM WEAR, but its sexualized form is not appropriate for many reasons, including for use for young children.

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

There are no logos, brands, deities or specific people represented by this.

J. Transient

Swimwear, as a category, as morphed significantly over the last two hundred years, most recently with the introduction of the BURKINI, for modest Muslim women. But the one-piece SWIMSUIT has been largely static in the post World War II era. But if fashion trends were to continue to evolve, the description of this emoji “ONE PIECE SWIMSUIT” allows the designs to evolve.

K. Faulty Comparison

We are comparing it mostly to the BIKINI, which is an appropriate benchmark emoji to compare it to, so it is not faulty.

Sort location

(Proposed sort location for the emoji in [Emoji Ordering](#))

- Category): CLOTHING
- Emoji before it in that category: BIKINI

Other Information

(optional)

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:

Author Bios

Jennifer 8. Lee (jenny@emojicon.co) did not learn to swim until 8th grade, and thus in general is still very leery of water — whether chlorinated or salt.

Florie Hutchinson (authorname2@gmail.com) is also an emoji enthusiast.