

<http://www.coincoin.fr.eu.org/?A-new-non-heteronormativity-in>



A new non-heteronormativity in couples Halloween costumes

- 6- Webographie -

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In 2012, I wrote about the [heteronormativity in the couples Halloween costume category](#) at Party City. Now, it's 2015 and [Party City has changed](#) .

I counted all 103 costume sets, dividing them into whether they featured a heterosexual couple, a man-man couple, a woman-woman couple, or were ambiguous. Among them, 74 were aimed at heterosexuals, 12 were for men with men, and 3 were for women with women.

<http://thesocietypages.org/socimage...>



Scarecrow Couples Costumes



Snow White Couples Costumes



Top Gun Couples Costumes

<http://thesocietypages.org/socimage...>

[PNG - 172.7Â kio]

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It might be too strong to say that the heteronormativity is gone. There are still more man-woman couples represented than man-man or woman-woman couples, but they're very centrally there.

This makes people in similar-sex couples more visible. It also has the interesting effect of making some costumes not-so-obviously heterosexual anymore, like the bears or the Ghostbuster costumes. I counted 14 that were at least a little ambiguous as to whether they were intended for a similar-sex or other-sex couple.

[PNG - 181.3Â kio][PNG - 163.7Â kio]

Party City is not doing anything overly clever. Clearly they're just looking for costumes they already have and putting them in combinations that might sell. And they could do a better job about thinking up woman-woman sets. But, there they are. And that's a real change. *Lisa Wade* is a [professor](#) at Occidental College and the co-author of [Gender : Ideas, Interactions, Institutions](#) . Find her on [Twitter](#) , [Facebook](#) , and [Instagram](#) .

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