




**INTERPRETING
MASCULINITY**

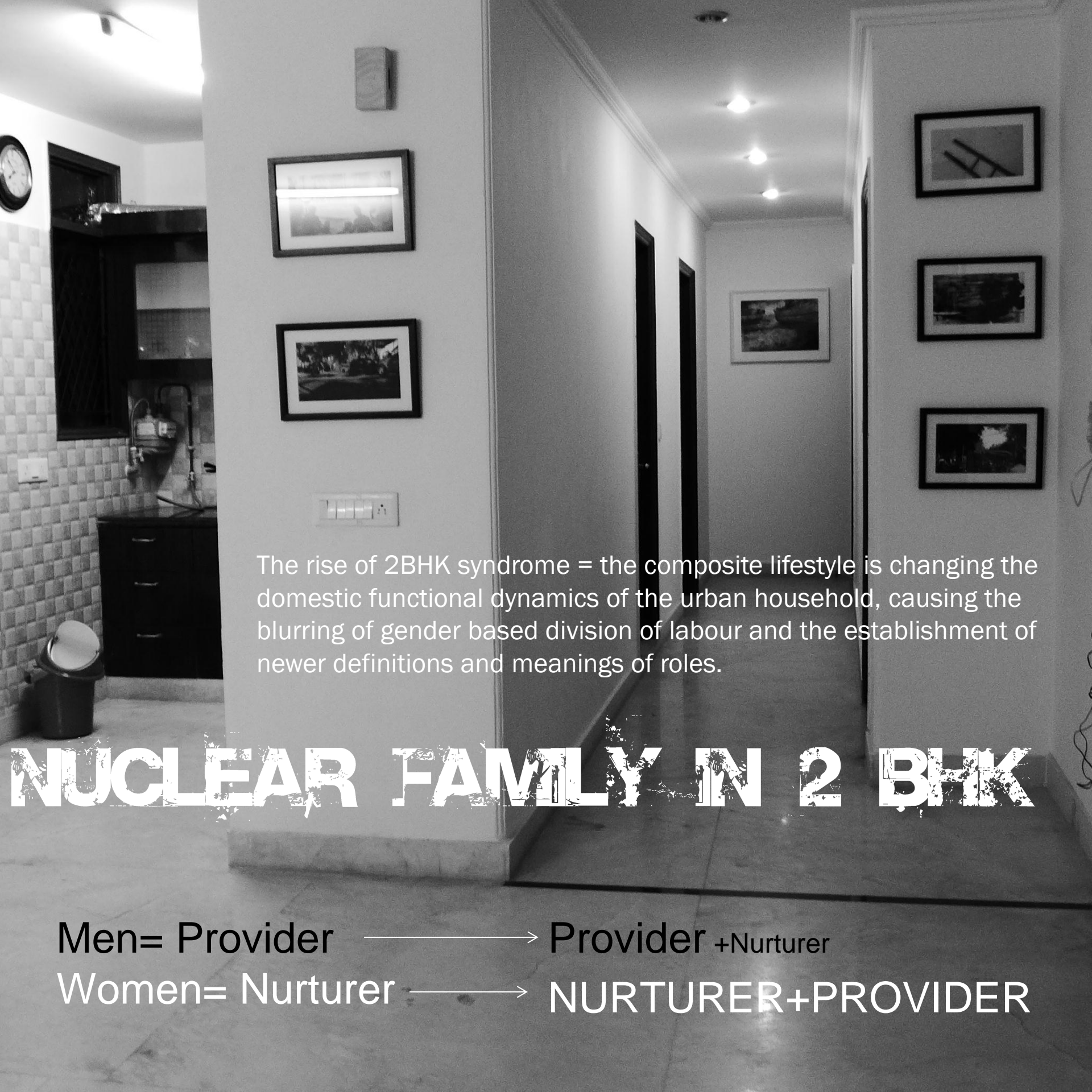
An aerial photograph of a coastline. A road runs parallel to the shore, with a sandy beach and the ocean visible. The text is overlaid on the upper left portion of the image.

Being a modern man is confusing and
challenging. **U**nderstanding how women
think, being emotional yet strong, a listener,
a gentleman, a cook, a driver, a father,
a mother.

“Men are not able to adjust to the fact that women are invading their territory and they are just visitors of her territory,”



THE STORY OF MODERN MAN



The rise of 2BHK syndrome = the composite lifestyle is changing the domestic functional dynamics of the urban household, causing the blurring of gender based division of labour and the establishment of newer definitions and meanings of roles.

NUCLEAR FAMILY IN 2 BHK

Men= Provider → Provider +Nurturer

Women= Nurturer → NURTURER+PROVIDER

I can buy
my own diamonds.
But can he make
his own sandwich?



Naye zamaane
ke heere

Women are omnipresent

Corporate
Media
Sports
Education
Travelling
Govt. **S**ervices

Becoming a challenger
to the men



BREATH

FOR MEN

Leading to identity crisis and giving rise to

THE MENLANCHOLY

Its an emotional state of powerlessness where they are caught between confrontation and compromise. Between the urge to sustain power and the compliance to affiliate.

BIRTH OF NEW TENSIONS

- Uncomfortable with the new “power dynamics”
- Don’t know how to cope with the new demand- “Nurturer”
- Deficit of self- confidence
- In search of a role model to follow [Desperately looking for an example to imitate]

COUNTER-ATTACKING THE IDENTITY CRISIS

“ BY CRAFTING A NEW I WITHIN THE REALM OF REGIMENTED I ”

An endeavor to adapt to the changing socio-cultural environment.

WELCOME TO THE WORLD OF

*Pretty
patriarchy*

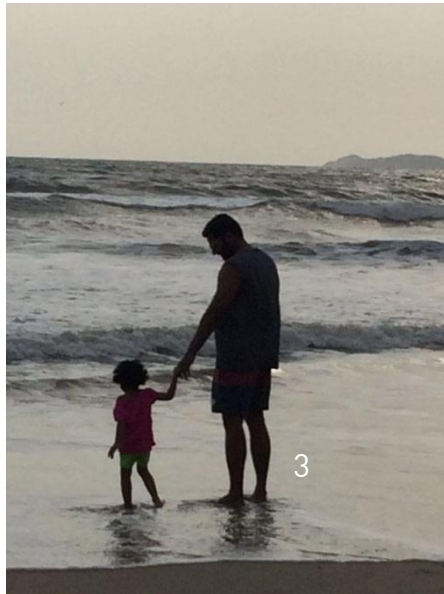
it's the recipe to make masculinity fluid...from gender centric to context centric

Masculinity is a spectrum-switching psychological relationship between
anima and animus.

“The idea that you can either be a new age man who is sensitive or a cavemanesque alpha is the biggest lie portrayed. You can be both.”

ADDING FACETS IN THE DOMAIN OF IDENTITY

They are stretching themselves, by going beyond the prescribed duties and experimenting with things which they were never able to do.



1. Comfortable with pink shocks
2. Recreational Sundays
3. Embracing added responsibilities
4. Beyond salary
5. Focusing on the instincts

Moving away from regimented identity to an amalgamated identity

REMIXING IDENTITIES



MEN-LANCHOLY MAKEUP MANICURE MANSCAPING

Grooming helps him to counter the state of menlancholy by making him attain pretty patriarchy.

Grooming is the noticeable manifestation of Men's new stance

MIANN

as

“ We are **bombarded** with images of the perfect man who has a lot of money along with **great looks**. I have **changed my behavior** to live up to the image and started **taking care of myself** bit more

MIAGIE

HE IS INITIATING NEW INTERACTIONS WITH HIMSELF
THROUGH EXPERIMENTS
THROUGH PRODUCTS
THROUGH NEW PLACES





THE NEW SPACES OF PATRIARCHY

A space where the provider is learning how to nurture.

Men are stretching the possibilities of their belongingness by experimenting with new domains



Indulgence on grooming products helps them rebuild their vulnerable ego. Gives them the pleasure of satisfying the self along with satisfying the multiple demands.

SYMBOLS OF SATISFACTION

**A CULTURE OF
BARBER SHOP**

TO

**A CULTURE OF
BEAUTY PARLOR**

GROOMING
is the new
Visiting
CARD

Men are no longer just banking on their grey matter to win situations, but getting dependent on their physical appearance



“With every new initiative
there comes a certain
amount of rigidity”

**MEN DON'T TALK ABOUT
THEIR GROOMING REGIMES**

*f***ear**

Doubts a drop in muscular energy

OF CROSSING THE LINE

**THERE'S A NEED TO SEEK GUIDANCE TO
MAKE THEM ACCUSTOMED WITH THE NEW
TERRITORY**

THE EMERGING TRUTHS FOR BRANDS

1. Men are the new women- Brands need to follow the same strategy as what they followed a decade ago for women empowerment for endorsement for men.
2. Brands -can't just repackage female products for men - need to understand male needs
3. Brands need to show unconditional positive regard. Instead of portraying the image of “a perfect man” they need to accept the him with all his vulnerabilities
4. Like masculinity exists in a spectrum, the species called “men” are also a spectrum –ranging from traditional to modern. Therefore brands need to decide whom to target ?
5. Brands need to view men from the man’s perspective, instead of women’s perspective.

KANTAR IMRB

Fonts in use

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