

# J. Crew Plants the Seeds for Gender Identity

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A recent feature in J. Crew's online catalogue portrays designer Jenna Lyons painting her son Beckett's toe nails hot pink. The quote accompanying the image reads, "Lucky for me, I ended up with a boy whose favorite color is pink. Toenail painting is way more fun in neon."

Yeah, well, it may be fun and games now, Jenna, but at least put some money aside for psychotherapy for the kid—and maybe a little for others who'll be affected by your "innocent" pleasure.

This is a dramatic example of the way that our culture is being encouraged to abandon all trappings of gender identity—homogenizing males and females when the outcome of such "psychological sterilization" [my word choice] is not known.

In our technology-driven world—fueled by [Facebook](#), split-second Prozac prescriptions and lots of other assaults on genuine emotion and genuine relationships and actual consequences for behavior—almost nothing is now honored as real and true.

Increasingly, this includes the truth that it is unwise to dress little girls like miniature adults (in halter tops and shorts emblazoned with PINK across the bottoms) and that it is unwise to encourage little boys to playact like little girls.

If you have no problem with the J. Crew ad, how about one in which a little boy models a sundress? What could possibly be the problem with that?

Well, how about the fact that encouraging the choosing of gender identity, rather than suggesting our children become comfortable with the ones that they got at birth, can throw our species into real psychological turmoil—not to mention crowding operating rooms with procedures to grotesquely amputate body parts? Why not make race the next frontier? What would be so wrong with people deciding to tattoo themselves dark brown and claim African-American heritage? Why not bleach the skin of others so they can playact as Caucasians?

Why should we hold dear anything with which we were born? What's the benefit of non-fiction over fiction?

Well, the benefit is that non-fiction always wins, in the end. And to the extent that you take flights of fancy into masquerading through life, life will exact a psychological penalty.

The fallout is already being seen. Increasingly, girls show none of the reticence they once did to engage in early sexual relationships with boys. That may be a good thing from the standpoint of gender equality, but it could be a bad thing since there is no longer the same typically "feminine" brake on such behavior. Girls beat up other girls on YouTube. Young men primp and

preen until their abdomens are washboards and their hair is perfect. And while that may seem like no big deal, it will be a very big deal if it turns out that neither gender is very comfortable anymore nurturing children above all else, and neither gender is motivated to rank creating a family above having great sex forever and neither gender is motivated to protect the nation by marching into combat against other men and risking their lives.

Maybe we'll all have shiny, colored lips, though, and pierced ears and perfect eyebrows and mommies who get applause from their J. Crew friends at the park for parading their sons through the streets in costume.

Jenna Lyons and J. Crew seem to know exactly what they're up to. That's why the photograph of Jenna's son so prominently displays his hot pink, neon toe nails. These folks are hostile to the gender distinctions that actually are part of the magnificent synergy that creates and sustains the human race. They respect their own creative notions a whole lot more than any creative Force in the universe.

I wonder what Jenna would think if her son wanted to celebrate his masculinity with a little playacting as a cowboy, with a gun? Would that bring the same smile of joy and pure love that we see on her face in the J. Crew advertisement? Or would that be where she might draw the line?

What do you think? Leave your comment below.

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