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To Wear or Not to Wear? - How Women Negotiate Heterosexual Gaze in the City by Different Bra-wearing Strategies

The essay will analyze the very different strategies of wearing bras of two Hong Kong women, one is a 'feminine' bisexual and another, a butch lesbian. Through their attitude towards bras, the kind of bras they wear and how they wear it, the essay aims at investigating the creative and complicated strategies women use in negotiating the 'breast fetish' in the heterosexual streets in Hong Kong, and how women use, show and conceal their breasts as an embodied experience to explore their bodies and sexuality. From the experience of using bras, we can see the dynamics of how women's breasts resist to be fragmentized sexual objects of the male gaze, while at the same time, accommodate to the demands of the heteronormative society to be sexually attractive and at the same time, to be modest.