Toys R Us ditches 'girls' and 'boys' categories online as retailers selling to children come under increasing pressure to go gender neutral

- Toys R Us have dropped gender filter from its website
- Shoppers now choose by age group, brand or type of toy
- Move comes after pressure from Let Toys Be Toys campaign group
- Retailer removed explicit references to gender from stores in 2013

By Siofra Brennan For Mailonline

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Retail giant Toys R Us has stopped categorising products as 'boys' or 'girls' toys on its website after coming under pressure from campaigners.

The move occurs two years after a meeting with campaign group Let Toys Be Toys, and now shoppers will search products by age group, brand or type of toy rather than by gender.

It makes the company entirely gender neutral, both in stores and online, following complaints that categorising toys puts girls off playing with science and construction sets, and makes boys feel they can't take an interest in dolls.

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Retailer Toys R Us has stopped categorising products as 'boys' or 'girls' toys on its website after coming under pressure from the campaign group Let Toys Be Toys.
The pressure group met with the retailer two years ago to discuss concerns, and the company made their marketing material more inclusive and their in-store displays gender neutral.

In 2013, Toys R Us agreed to make their marketing more inclusive and stop categorising products as 'boys' or 'girls' toys in their branches.

Now let Toys Be Toys have praised the retailer's latest step.

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A representative of the group announced the news on Twitter this morning, saying: 'Great news. Two years after our meeting @toysrusuk has finally agreed to #lettoysbetoys & ditch the online label.'

One follower, Becci Seacombe, praised the move, saying: 'Yay, it's a start...'

The pressure group which represents thousands of shoppers concerned with sexism in the toy industry and its impact on children, regularly post examples of sexist marketing of toys and products to children.

They recently urged Boots to change the way they sell toothbrushes after a follower shared an image of pink Barbie brushes for girls, while the boys' version was emblazoned with Spiderman.

'Could you change this please,' they wrote. 'Boys and girls have the same teeth.'

MailOnline has contacted Boots for comment.
Supporters have praised the move, after Let Toys Be Toys announced the news on their Twitter feed earlier this morning.

Shoppers regularly share images of what they perceive as sexist marketing to children. One user slammed John Lewis for this shop display as well as Lego for putting girls' sets in pink boxes.

John Lewis has also come under fire for the layout of their Lego products. A Let Toys Be Toys supporter called Rob Bell posted an image of the store's Lego shelves, which were divided by gender.

Disney products in pink packaging sat on one side, while the kits to build cars and spaceships were kept separate on the other shelf.
'Warning!' he wrote. 'Children don't like how you define them, pink or blue.'

MailOnline has contacted John Lewis for further comment.

Meanwhile toy company Mattel has been praised this week for its advertisement for the new Moschino Barbie, which features an adorable boy with a mohawk.

The boy is seen giggling with two female friends as they play with the dolls

'Moschino Barbie is so fierce!' he then says to the camera as he holds Barbie's bag.

It's the first Barbie advertisement to ever feature a boy playing with the doll, and has been praised for challenging gender stereotypes.
Toy company Mattel was praised this week for their first ever Barbie ad showing boy playing with the doll.

'This almost made me cry!' wrote one person on YouTube. 'I used to play with my sister's Barbies and felt such shame afterward. I'm so glad we can just let kids be kids.'

'Thank you for this! Boys like dolls too!'

Another YouTube user said they wished the commercial had been around when they were growing up.

'This makes me so happy for the future generation and I hope it'll catch on and destroy gender stereotypes when it comes to toys.'

MailOnline has contacted Toys R Us for comment.
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<td><strong>Gender continues unabated and the social engineering crowd in their element</strong></td>
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<td><strong>Men start giving birth and women start tinkering with car engines we'll both be different sexes; not neutral. Some people should try biology at school.</strong></td>
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