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**"Are straight and gay friends in a pure relationship?"**

According to Anthony Giddens, 'pure relationship' is a new democratic form of relationship in late modernity that exists for its own sake and is based on equality between the parties, enjoying each other's unique qualities and mutual emotional intimacy. I conducted interviews between 21 adult Croatian male cross-sexual friendship dyads to investigate whether close straight and gay friends enact 'pure relationship'. Significant part of straight and gay friends is still partially upholding hegemonic masculinity and heteronormativity (but not homophobia). Although Giddens presupposes that such hegemonic gender and sexual structures and processes shouldn't structure 'pure relationships', similar findings found by feminist researchers raise the question whether 'pure relationship' is an ideological concept that camouflages and even perpetuates gendered and sexualized hierarchies.