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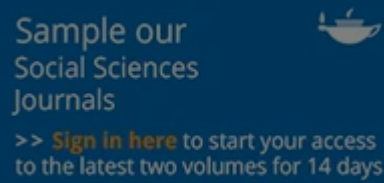
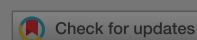
Articles

Putting Her on the Shelf

Pop star fragrances and post-feminist entrepreneurialism

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Abstract

This article analyzes discourse around pop stars Katy Perry and Nicki Minaj as fragrance spokeswomen. It mobilizes the term “post-feminist entrepreneurialism” to describe business strategies for female recording artists representing themselves as workers and capitalist subjects through the endorsement of mass-produced, hegemonically feminine consumer products that exploit individual brands to engender feelings of proximity and empowerment in consumers. Because such entrepreneurial efforts extend female pop

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the consumption of endorsed products and the demands placed on female pop stars to sell normatively feminine ancillary properties.

Keywords:: post-feminist entrepreneurialism perfume labor stardom music

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Additional information

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Alyxandra Vesey is a feminist media scholar who uses industry and production studies approaches to explore the relationship(s) between gender, labor, and music. Her dissertation analyzes identity and music-based intermediary practices in post-network television. Her work has appeared in *Antenna*, *Flow*, *In Media Res*, *The Moving Image*, *Cinema*

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