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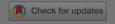
# Putting Her on the Shelf

Pop star fragrances and post-feminist entrepreneurialism

Alyxandra Vesev

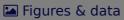
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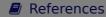
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#### **Abstract**

This article analyzes discourse around pop stars Katy Perry and Nicki Minaj as fragrance

spokeswomen. It mobilizes the term "nost-feminist entrepreneurialism" to describe

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workers and I Accept ally feminine oximity and **Essential Onl** emale pop Show Purposeh a critical before it assage of cribes the edia led within

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

Q Keywords:: post-feminist entrepreneurialism perfume labor stardom music

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## Disclosure statement

No potential conflict of interest was reported by the author.

## Additional information

## Notes on contributors

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Alyxandra Vesey is a feminist media scholar who uses industry and product gender

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Buying Beyoncé

Source: Informa UK Limited

Cultural entrepreneurs, cultural entrepreneurship: Music producers mobilising and

converting Bourdieu's alternative capitals

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