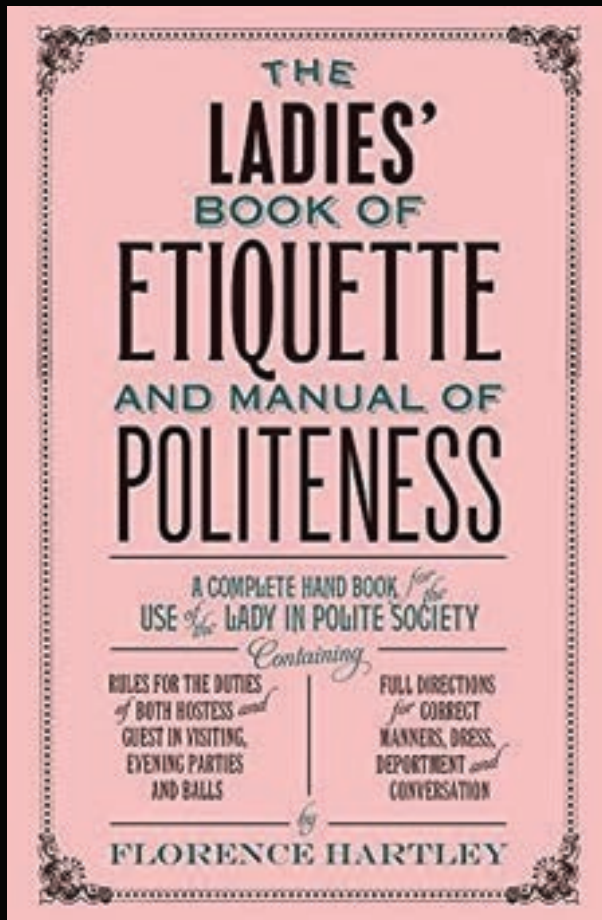


Methods of translating

Rebranding Patriarchy:
Translating Everyday Sexism into
Consumer Culture





Exploring Two Directions

In Week 1, I explored two ideas side by side: a parody of the Good Housewife's Guide reimagined as a Good Husband's Guide, and a second direction based on sexist sayings that still circulate today. I sketched both to see which had more potential.

Realising Which Direction Had Depth

The Good Husband's Guide was entertaining, but the sexist sayings felt more alive and culturally relevant. They gave me more room to experiment with translation across tone, context, and medium.

Choosing the Sayings as My Core Material

I committed to phrases like “boys will be boys,” “man up,” “not all men,” and “behind every successful man...”. These sayings still shape everyday behaviour, often disguised as jokes or excuses, making them rich material to translate.

Translating Sayings Into Products

I translated each saying into a consumer product: a perfume, a protein supplement, a chocolate box, and a credit card. This shift let me reveal how patriarchal attitudes get packaged, sold, and softened through design.



Designing With Real Advertising Languages

Each product was developed using the visual language of its category — glossy fragrance ads, gym supplements, luxury chocolates, and premium financial branding. Making them look believable allowed the critique to sit quietly within the aesthetic.

Creating a Unified Brand Identity

To connect the four pieces, I created a fictional heritage brand: Patriarchy & Sons™. This unified the tone and framed the objects as part of a single system built on inherited power.



Presenting the Work Digitally

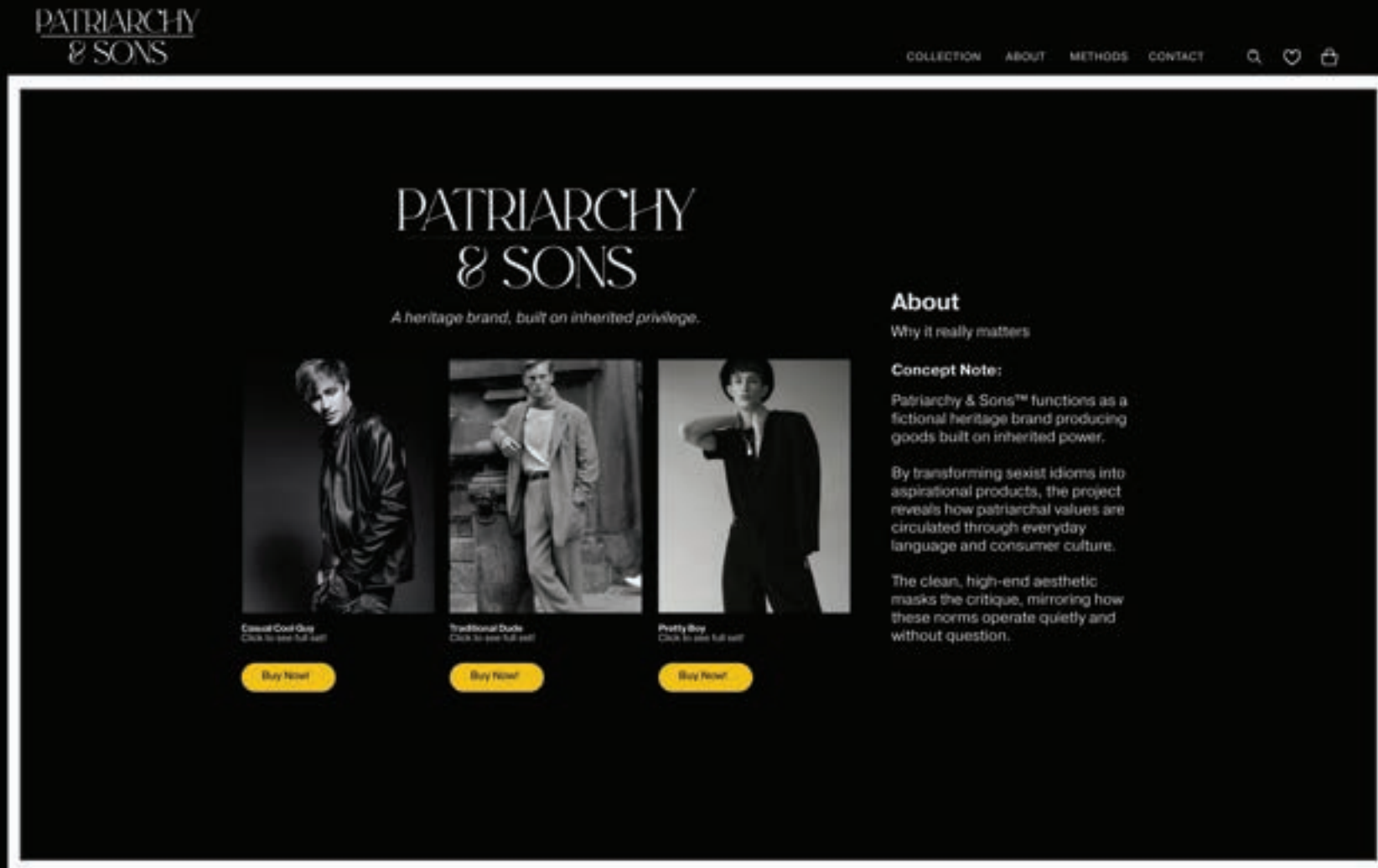
Instead of printing, I built a website that mimics a clean, editorial e-commerce platform. This digital format strengthens the critique by placing the products inside the very commercial environment they are commenting on.

Click the link to view it!

<https://readymag.website/5949525>

Some of the photographic elements in this project were generated using AI image tools. I used them primarily to simulate commercial advertising aesthetics (e.g., fragrance campaigns, protein powder photography). These elements were then designed, composited, and art-directed into final layouts by me.

AI acted as a visual resource to test ideas quickly, not as a substitute for design decisions..



PATRIARCHY
& SONS

BOYS WILL BE BOYS™

Eau de Entitlement — 200mL

Irresponsibility. Distilled.

Concept Note:

This fragrance reinterprets the phrase "boys will be boys" as a product of entitlement rather than innocence.

By packaging the excuse as a luxury scent, the work exposes how harmful behaviour is often dismissed as natural, inevitable, or harmless.

The perfume bottle reflects the ritualisation and aestheticisation of male irresponsibility, turning a cultural defence mechanism into a commodity.

Buy Now!



VISA

Behind Every Man™

Empowering achievement since she said yes.



Behind Every Man™

Credit, invisible, balance, emotional.

Concept Note:

This credit card translates the saying "behind every successful man is a woman" into a system of invisible transactions.

Emotional labour, support, and unpaid work are reframed as charges that never appear on financial records.

The luxury aesthetic exposes how women's contributions are essential yet unacknowledged, funding ambition without ever receiving credit.

[Buy Now!](#)

Every success leaves a trail of unseen transactions.

Long nights, emotional labour, quiet support – charged, unrecorded, unpaid.
Behind Every Man™ recognises those who fund ambition without ever being credited.



Not All Men™ — Assorted Chocolates

Some Surprises aren't Sweet

Concept Note:

This chocolate box literalises the unpredictability behind the phrase "not all men." At first glance, each piece appears identical, yet some contain "toxins."

The work visualises how harmful behaviour is often invisible until experienced, challenging the logic that responsibility lies with women to discern danger.

The polished packaging contrasts with the hidden risk inside, mirroring real-life ambiguity.

Buy Now!

Not All Men

Some surprises aren't sweet.

PACKAGING YOU CAN TRUST.
CONTENTS VARY.

ALL PIECES APPEAR SIMILARLY CRAFTED.
ONLY SOME CONTAIN TOXINS.
YOU ONLY FIND OUT MID-BITE — AND BY THEN, YOU'VE ALREADY TAKEN THE RISK.

MAN UP!

MIX ONE SCOOP WITH SILENCE.
CONSUME DAILY.

BECAUSE STRENGTH
ISN'T ALWAYS MUSCLE.



EMOTIONAL
PROTEIN
FORMULA

30g
PROTEIN

3g
CRETINE

6.6g
BCCAA

Man Up™ — Emotional Strength Concentrate

Build what really matters.

Concept Note:

"Man up" becomes a protein supplement, highlighting how emotional suppression is marketed as masculine strength.

By mimicking hyper-masculine fitness branding, the product critiques how men are encouraged to build muscle while avoiding vulnerability.

Each listed ingredient ("self-control," "quiet endurance") reframes the emotional burdens men refuse, and often outsource, as covert labour.

[Buy Now!](#)