



Beer for Women

A look into the outrages of gendered product design

This design project explores gendered products, which are marketed to a specific gender, often male or female. While the salient features of the product like the packaging and form may vary, the product itself remains the same. The intent is to increase a company's market share to cater to more groups, however when poorly executed, the result is the marginalization of vulnerable communities. Chick Beer is a light craft beer marketed to women and a prime example of how gender products can backfire. Presented in sparkly pink packaging shaped like a purse, with the bottles presented as curvaceous feminine bodies, these salient features acting as a metaphor for women was very poorly received by the target audience. This pushes the representation of women into a box of being characterized by their bodies and by what society has dictated women like, sparkles and accessories. In showing women a beer catered to a marginalized representation of who women are, conventionally beautiful, slim and objectified, this outdated visual metaphor drives women away from the product and promotes gender roles that don't belong in society anymore. In redesigning this product metaphor, aiming for how women wish to see themselves represented is key. In marketing, most ads are still geared towards men, and marketing models still work with the perception that feminine aspirations are limited to obtaining approval from the male gaze. Thus, women are showcased as sweet, nurturing and motherly, and appearance seems to matter above anything else. However, women aspire to be represented not as dependent but independent and comfortable in their own skin. So, I turned to iconography and symbols of women in positions of power and respect across different cultures. I looked to women as queens, warriors, witches, and goddesses. The aspect of the feminine remains strong, showing women to be more than just society's common representations of them seen through the male gaze. In using icons of traditional moon symbols and scepters as salient features, the new packaging promotes underrepresented values for women of making one's own choices and being confident within themselves. Women deserve to be properly represented, and it's the little changes that matter.