



Gender and Consumption: Domestic Cultures and the Commercialisation of Everyday Life

Lydia Martens

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Drawing upon anthropological, sociological and historical perspectives, this volume provides a unique insight into women's domestic consumption. The contributors argue that domestic consumption represents an important lens through which to examine the everyday production and reproduction of socio-economic relations. Through a variety of case studies (such as gambling, wedding day consumption and bedroom décor), the essays explore and reconsider the nature of public and private spaces, and the subsequent nature of domestic space – often by challenging traditional notions of what constitutes 'the domestic'. The volume demonstrates the broad range of experiences that domestic consumption offers women and reveals some of the complex meanings and motivations underpinning women's consumption practices.

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