

50 shades of grey cosmopolitan

****50 Shades of Grey Cosmopolitan: A Seductive Twist on a Classic Cocktail****

50 shades of grey cosmopolitan is more than just a playful nod to the famous novel; it's a captivating reinvention of the beloved cosmopolitan cocktail. This intriguing variation combines the elegance of the classic cosmo with a mysterious, smoky edge that makes it perfect for those evenings when you want a drink as complex and alluring as the story it's named after. Whether you're a cocktail aficionado or simply looking to impress your guests with something unique, the 50 shades of grey cosmopolitan offers a sophisticated experience worth savoring.

What is a 50 Shades of Grey Cosmopolitan?

At its core, the 50 shades of grey cosmopolitan is a modern twist on the traditional cosmopolitan, which typically includes vodka, triple sec, cranberry juice, and freshly squeezed lime juice. The twist? This version incorporates smoky or dark elements—often through the use of smoked vodka or a splash of a darker spirit like mezcal—to introduce depth and complexity, echoing the mysterious and passionate themes of the “50 Shades of Grey” series.

The drink's signature “grey” hue is usually achieved by adding a subtle charcoal infusion or by using darker spirits that lend a smoky, slightly charred flavor. This cocktail doesn't just look striking with its muted, smoky color; it tastes like an adventure in a glass, balancing sweetness, tartness, and an alluring smokiness.

The Ingredients That Make 50 Shades of Grey Cosmopolitan Stand Out

Smoked Vodka or Mezcal: The Heart of the Cocktail

One of the defining features of this cosmopolitan variant is the use of smoked vodka or mezcal. Smoked vodka adds a smooth, velvety texture with a hint of charred wood, while mezcal brings a more earthy, smoky flavor with complex herbal undertones. Both spirits elevate the drink, making it richer and more layered than your typical cosmo.

Cranberry Juice and Lime: Staying True to Tradition

Despite the smoky transformation, the fruity freshness of cranberry juice and the zesty brightness of lime remain essential. These ingredients help balance the smokiness with their natural tartness and sweetness, keeping the cocktail refreshing and vibrant.

Triple Sec or Cointreau: Adding a Citrusy Kick

Triple sec or Cointreau, a sweet orange-flavored liqueur, helps round out the flavor profile. Its citrus notes complement the lime and cranberry, while adding a touch of sweetness that enhances the overall harmony of the drink.

How to Make a 50 Shades of Grey Cosmopolitan at Home

Creating this smoky, seductive cocktail in your own kitchen is surprisingly simple, and it's a great way to impress guests with your mixology skills.

Ingredients:

- 2 oz smoked vodka or mezcal
- 1 oz cranberry juice
- 0.5 oz triple sec or Cointreau
- 0.5 oz freshly squeezed lime juice
- Ice cubes
- Lime twist or fresh cranberries for garnish

Instructions:

1. Fill a cocktail shaker with ice.
2. Add smoked vodka or mezcal, cranberry juice, triple sec, and lime juice.
3. Shake vigorously for about 15 seconds until well chilled.

4. Strain into a chilled martini or coupe glass.
5. Garnish with a lime twist or a few fresh cranberries for an elegant touch.

The Appeal of the 50 Shades of Grey Cosmopolitan

You might wonder why this cocktail has captured the imagination of drink lovers and fans of the book alike. Beyond the clever name, it's the balance between familiarity and novelty that makes it so appealing.

A Drink That Tells a Story

Just like the book, the 50 shades of grey cosmopolitan is a cocktail filled with contrasts—sweet and smoky, light and dark, smooth and complex. It invites you to explore these layers with every sip, making it more than just a drink but an experience.

Perfect for Themed Parties and Special Occasions

Whether you're hosting a 50 Shades of Grey movie night or simply want to add a touch of mystery to your cocktail menu, this drink fits the bill. Its stylish presentation and unique taste make it a conversation starter and a crowd-pleaser.

Variations and Enhancements to Try

If you're feeling adventurous, there are several ways to customize your 50 shades of grey cosmopolitan to suit your palate or occasion.

Adding Charcoal for a Darker Hue

Activated charcoal is sometimes used to give cocktails a dramatic black or grey tint. While it alters the drink's appearance, it also softens the flavors slightly, offering a smoother finish.

Infusing with Black Tea or Earl Grey

For a subtle twist, try infusing your smoked vodka with black tea or Earl Grey. The tea's bergamot notes add a delicate citrus aroma that harmonizes beautifully with the lime and cranberry.

Sweetening with Agave or Honey Syrup

If you prefer a touch more sweetness, especially to balance mezcal's earthy tones, a small amount of agave nectar or honey syrup can enhance the cocktail without overpowering it.

Pairing the 50 Shades of Grey Cosmopolitan with Food

A cocktail this complex deserves thoughtful food pairings to complement and enhance its flavors.

Seafood and Light Appetizers

Smoked salmon canapés, shrimp cocktail, or ceviche offer a light, fresh contrast to the smoky, tangy notes of the drink.

Charcuterie and Cheese Boards

Salty cured meats like prosciutto or chorizo paired with creamy cheeses such as brie or goat cheese create a luxurious tasting experience alongside your cosmopolitan.

Dark Chocolate Desserts

To echo the cocktail's dark undertones, rich desserts like dark chocolate mousse or truffles are a decadent match.

Why You Should Try the 50 Shades of Grey

Cosmopolitan

If you're tired of the usual cocktail lineup and craving something with a bit more intrigue and sophistication, the 50 shades of grey cosmopolitan offers that and more. It's a drink that challenges the palate without overwhelming it, perfect for those who enjoy exploring new flavor profiles.

Moreover, its aesthetic appeal—from the smoky grey tint to the elegant garnishes—makes it ideal for Instagram-worthy moments or simply elevating your personal cocktail repertoire. Whether you're a seasoned mixologist or a casual sipper, embracing this variation can add an exciting chapter to your cocktail journey.

The next time you want to impress your friends or indulge yourself after a long day, consider shaking up a 50 shades of grey cosmopolitan. It's not just a drink; it's a seductive invitation to experience flavor in a whole new light.

Frequently Asked Questions

What is '50 Shades of Grey Cosmopolitan' cocktail?

The '50 Shades of Grey Cosmopolitan' is a creative twist on the classic Cosmopolitan cocktail, often incorporating unique ingredients or a themed presentation inspired by the '50 Shades of Grey' franchise.

What ingredients are used in a 50 Shades of Grey Cosmopolitan?

Typically, it includes vodka, triple sec, cranberry juice, and lime juice like a classic Cosmopolitan, but may also feature additions like grey or black vodka, edible glitter, or themed garnishes to match the '50 Shades of Grey' aesthetic.

How do you make a 50 Shades of Grey Cosmopolitan at home?

To make a 50 Shades of Grey Cosmopolitan, combine vodka, triple sec, cranberry juice, and fresh lime juice in a shaker with ice. Shake well and strain into a chilled martini glass. Optionally, add edible shimmer or use grey-colored vodka for the signature look.

Is the 50 Shades of Grey Cosmopolitan an official

cocktail from the movie franchise?

No, the 50 Shades of Grey Cosmopolitan is not an official cocktail from the movie franchise but rather a fan-inspired or bar-created drink themed around the '50 Shades of Grey' brand.

Where can I buy a 50 Shades of Grey Cosmopolitan?

You can find the 50 Shades of Grey Cosmopolitan at select bars or cocktail lounges, especially during themed events or promotions related to the '50 Shades of Grey' franchise. Alternatively, you can make it yourself at home.

What makes the 50 Shades of Grey Cosmopolitan different from a regular Cosmopolitan?

The 50 Shades of Grey Cosmopolitan often includes unique elements such as grey or black vodka, edible glitter, or a darker color scheme to evoke the sensual and mysterious themes of the '50 Shades of Grey' series, differentiating it from the classic bright pink Cosmopolitan.

Additional Resources

50 Shades of Grey Cosmopolitan: A Deep Dive into the Sensual Cocktail Craze

50 shades of grey cosmopolitan is a term that has sparked curiosity and interest among cocktail enthusiasts and pop culture aficionados alike. Inspired by the globally bestselling novel and film series "Fifty Shades of Grey," this cosmopolitan variant aims to marry the classic sophistication of the original cocktail with a modern, edgy twist. The result is a drink that not only carries a provocative name but also offers a unique flavor profile, presentation style, and cultural significance worth examining in detail.

Understanding the 50 Shades of Grey Cosmopolitan

The traditional cosmopolitan, often referred to simply as a "cosmo," is a cocktail made with vodka, triple sec, cranberry juice, and lime juice. It gained widespread popularity during the 1990s, thanks in part to its frequent appearance on television shows such as "Sex and the City." The 50 Shades of Grey cosmopolitan builds on this foundation but introduces elements that evoke the sensual and mysterious themes of the "Fifty Shades" franchise.

Unlike the classic cosmo's bright pink hue, the 50 Shades of Grey cosmopolitan often features darker tones and more complex ingredients. This variation is designed not only to intrigue consumers but also to align with the mood and aesthetic of the franchise – a blend of elegance, seduction, and

a hint of danger.

Ingredients and Flavor Profile

At its core, the 50 Shades of Grey cosmopolitan usually includes:

- Premium vodka (sometimes infused with black pepper or smoky undertones)
- Dark cranberry juice or pomegranate juice for a richer color
- Black raspberry liqueur or Chambord to deepen the flavor complexity
- Fresh lime juice for acidity
- Occasionally, a splash of activated charcoal or black food coloring to achieve the signature grey-black tint

This combination results in a cocktail that is less sweet than the original but more layered with tartness and subtle bitterness. The use of black raspberry liqueur or similar ingredients introduces a fruity yet moody character, perfectly complementing the drink's visual appeal.

Visual Appeal and Presentation

The 50 shades of grey cosmopolitan capitalizes heavily on visual aesthetics, incorporating a dark, smoky, or even shimmering appearance that sets it apart from other cocktails. Bartenders often use activated charcoal or edible glitter to enhance the drink's mysterious allure. The cocktail is typically served in a classic martini glass, sometimes garnished with a twist of lemon or a single blackberry to maintain the balance between elegance and edginess.

Presentation plays a crucial role in the overall experience. The drink's striking appearance makes it a popular choice in upscale bars and themed events, especially those looking to attract a clientele interested in pop culture references or avant-garde mixology.

Comparisons to the Classic Cosmopolitan

While the traditional cosmopolitan is celebrated for its bright, refreshing taste and easy drinkability, the 50 Shades of Grey variant caters to a different palate and atmosphere:

- **Flavor Complexity:** The original cosmo's cranberry and lime create a straightforward, fruity taste, whereas the 50 Shades version introduces layers of berry, tartness, and subtle spice.
- **Visual Impact:** The classic cosmo's pink color is inviting and lighthearted; the 50 Shades cocktail's darker hue adds an element of mystery and sophistication.
- **Occasion Suitability:** Traditional cosmopolitans are versatile for casual gatherings, while the 50 Shades variant suits themed parties, romantic evenings, or exclusive lounges.

This contrast highlights how a well-known cocktail can be reinvented to evoke different emotions and cultural references without losing its core identity.

Cultural and Marketing Significance

The use of "50 Shades of Grey" as part of the cocktail's name is a strategic marketing move that leverages the widespread recognition of the franchise. This approach taps into the book and film series' themes of romance, intrigue, and sensual exploration, which resonate with a demographic that appreciates bold experiences.

Bars and restaurants adopting the 50 Shades of Grey cosmopolitan often use it as a centerpiece within a broader menu designed to evoke similar themes – dark lighting, sensual music, and decor inspired by the franchise's aesthetic. This synergy between product and environment enhances customer engagement and creates memorable experiences.

Pros and Cons from a Consumer Perspective

- **Pros:**
 - Unique twist on a classic cocktail, appealing to adventurous drinkers.
 - Visual allure makes it a great choice for social media sharing and special occasions.
 - Complex flavor profile provides an elevated drinking experience beyond the standard cosmo.

- **Cons:**

- Heavier or more intense flavors may not appeal to those who prefer lighter, sweeter drinks.
- Some consumers may find the association with the “50 Shades” brand polarizing or gimmicky.
- Ingredients like activated charcoal may not be readily available in all bars, limiting accessibility.

These factors influence how widely the cocktail is adopted and enjoyed, depending largely on consumer preferences and venue ambiance.

How to Make the 50 Shades of Grey Cosmopolitan at Home

For enthusiasts interested in recreating this cocktail, here is a basic recipe that captures the essence of the 50 Shades of Grey cosmopolitan:

1. 2 oz premium vodka (consider infused options like black pepper or smoked vodka)
2. 1 oz black raspberry liqueur (such as Chambord)
3. 1 oz dark cranberry or pomegranate juice
4. 0.5 oz fresh lime juice
5. A pinch of activated charcoal powder (optional, for color)
6. Garnish: lemon twist or fresh blackberry

Shake all ingredients vigorously with ice and strain into a chilled martini glass. Garnish as desired. This recipe balances complexity with accessibility, allowing home bartenders to experiment with flavors while achieving the signature look.

Variations and Customizations

Given the cocktail's thematic flexibility, there are several variations that enthusiasts might explore:

- **Smoky 50 Shades:** Incorporate a smoky single malt whisky or mezcal instead of vodka for added depth.
- **Sparkling Grey:** Top the cocktail with a splash of sparkling wine or prosecco for effervescence.
- **Spiced Grey:** Add a dash of cayenne or chili bitters for a subtle heat element.

These variations demonstrate how the 50 Shades of Grey cosmopolitan can serve as a canvas for creativity in mixology, appealing to diverse taste preferences.

Conclusion: The Place of 50 Shades of Grey Cosmopolitan in Contemporary Mixology

The 50 Shades of Grey cosmopolitan is more than just a cocktail named after a bestselling franchise; it represents a fusion of cultural symbolism, innovative mixology, and sensory experience. Its darker, bolder take on the classic cosmo challenges traditional notions of cocktail design by integrating visual drama and complex taste profiles.

While it may not replace the ubiquitous pink cosmopolitan in every bar, the 50 Shades of Grey cosmopolitan has carved out a niche for itself among consumers seeking a cocktail that is both provocative and sophisticated. As the cocktail landscape continues to evolve, such inventive reinterpretations offer exciting opportunities for bartenders and drinkers to explore new dimensions of flavor and ambiance.

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50 shades of grey cosmopolitan: Love, Inc. Laurie Essig, 2019-02-05 The notion of “happily ever after” has been ingrained in many of us since childhood—meet someone, date, have the big

white wedding, and enjoy your well-deserved future. But why do we buy into this idea? Is love really all we need? Author Laurie Essig invites us to flip this concept of romance on its head and see it for what it really is—an ideology that we desperately cling to as a way to cope with the fact that we believe we cannot control or affect the societal, economic, and political structures around us. From climate change to nuclear war, white nationalism to the worship of wealth and conspicuous consumption—as the future becomes seemingly less secure, Americans turn away from the public sphere and find shelter in the private. Essig argues that when we do this, we allow romance to blind us to the real work that needs to be done—building global movements that inspire a change in government policies to address economic and social inequality.

50 shades of grey cosmopolitan: Causation in Criminal Law Alan Reed, Michael Bohlander, Bethany Simpson, Verity Adams, 2025-10-15 This collection presents a leading contribution in the substantive arena relating to causation in criminal law. Extant law reveals significant problems in adoption of consistent approaches to doctrinal and theoretical underpinnings of legal causation and culpability thresholds. This has been exemplified by a plethora of recent jurisprudential authorities revealing varying degrees of confusion and vacillation. A variety of Law Commission proposals, although emboldening the debate, have yet to be adopted in any logical template. The volume addresses three specific elements within this arena, embracing an overarching synergy between them. This edifice engages in an examination of UK provisions, with specialist contributions on domestic law, and in contrasting these provisions against alternative domestic jurisdictions as well as comparative contributions addressing a particularised research grid for content. The comparative chapters provide a wider background of how other legal systems treat a variety of specialised issues relating to causation in the context of the criminal law. With contributions from leading experts in the field, the book will be an invaluable resource for researchers, academics and practitioners working in comparative criminal law and related areas.

50 shades of grey cosmopolitan: Cosmopolitan , 1911-06

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50 shades of grey cosmopolitan: Die Narrativität der Musik im Film Alexander Lederer, 2022-10-07 Ein Film ohne Musik ist praktisch nicht denkbar. Doch in welchen Erzählsituationen geht ihr Einfluss tatsächlich über die reine Verstärkung anderer Elemente hinaus? Alexander Lederer sucht in zwölf Hollywoodfilmen nach Spuren von eigenständigen narrativen Potenzialen der Musik im Film. Er entwickelt ein filmnarratologisches Modell, das die audiovisuelle Erzählung als performatives Ereignis begreift, in dem Publikum und Film als intentional »denkende« Akteur*innen aufeinandertreffen. Durch die Hinzunahme empirischen Werkzeugs der Performance Studies rückt er das subjektive Erleben ins Zentrum und zeichnet ein vielschichtiges Bild der komplexen Leistungsfähigkeit von Musik im Film.

50 shades of grey cosmopolitan: Erotic Memoirs and Postfeminism J. Gwynne, 2013-01-18 This book analyses the impact of postfeminist discourse and the mainstreaming of pornography on our understanding of intimacy and female sexuality. It is a broad critical survey of a recent publishing phenomenon - the female-authored erotic memoir - and positions the texts under analysis as complex and contradictory expressions of popular feminism.

50 shades of grey cosmopolitan: A Portrait of the Auteur as Fanboy Anastasia Salter, Mel Stanfill, 2020-10-16 Increasingly over the past decade, fan credentials on the part of writers, directors, and producers have come to be seen as a guarantee of quality media making—the “fanboy auteur.” Figures like Joss Whedon are both one of “us” and one of “them.” This is a strategy of marketing and branding—it is a claim from the auteur himself or industry PR machines that the presence of an auteur who is also a fan means the product is worth consuming. Such claims that fan credentials guarantee quality are often contested, with fans and critics alike rejecting various auteur figures as the true leader of their respective franchises. That split, between assertions of fan and auteur status and acceptance (or not) of that status, is key to unravelling the fan auteur. In A

Portrait of the Auteur as Fanboy: The Construction of Authorship in Transmedia Franchises, authors Anastasia Salter and Mel Stanfill examine this phenomenon through a series of case studies featuring fanboys. The volume discusses both popular fanboys, such as J. J. Abrams, Kevin Smith, and Joss Whedon, as well as fangirls like J. K. Rowling, E L James, and Patty Jenkins, and dissects how the fanboy-fangirl auteur dichotomy is constructed and defended by popular media and fans in online spaces, and how this discourse has played in maintaining the exclusionary status quo of geek culture. This book is particularly timely given current discourse, including such incidents as the controversy surrounding Joss Whedon's so-called feminism, the publication of Harry Potter and the Cursed Child, and contestation over authorial voices in the DC cinematic universe, as well as broader conversations about toxic masculinity and sexual harassment in Hollywood.

50 shades of grey cosmopolitan: *Humble Theory* Dorothy Noyes, 2016-10-03 A collection of fifteen essays exploring what folklore is, its history, and how it all connects to the world. Celebrated folklorist, Dorothy Noyes, offers an unforgettable glimpse of her craft and the many ways it matters. Folklore is the dirty linen of modernity, carrying the traces of working bodies and the worlds they live in. It is necessary but embarrassing, not easily blached and made respectable for public view, although sometimes this display is deemed useful. The place of folklore studies among modern academic disciplines has accordingly been marginal and precarious, yet folklore studies are foundational and persistent. Long engaged with all that escapes the gaze of grand theory and grand narratives, folklorists have followed the lead of the people whose practices they study. They attend to local economies of meaning; they examine the challenge of making room for maneuver within circumstances one does not control. Incisive and wide ranging, the fifteen essays in this book chronicle the "humble theory" of both folk and folklorist as interacting perspectives on social life in the modern Western world. "Tying folklore to larger trends in Western cultural thought, leaving behind narrow concerns with genre or fossilized expressive forms, Humble Theory showcases the potential of folkloristics to contribute meaningfully to interdisciplinary conversations about culture." —Journal of Folklore Research "Humble Theory is a big book. From a small scholarly field, it announces the most substantial, far-seeing insights into the world's social life. By writing it, Noyes becomes the kind of public intellectual the United States needs." —Journal of American Folklore

50 shades of grey cosmopolitan: Branding Black Womanhood Timeka N. Tounsel, 2022-06-17 CaShawn Thompson crafted Black Girls Are Magic as a proclamation of Black women's resilience in 2013. Less than five years later, it had been repurposed as a gateway to an attractive niche market. Branding Black Womanhood: Media Citizenship from Black Power to Black Girl Magic examines the commercial infrastructure that absorbed Thompson's mantra. While the terminology may have changed over the years, mainstream brands and mass media companies have consistently sought to acknowledge Black women's possession of a distinct magic or power when it suits their profit agendas. Beginning with the inception of the Essence brand in the late 1960s, Timeka N. Tounsel examines the individuals and institutions that have reconfigured Black women's empowerment as a business enterprise. Ultimately, these commercial gatekeepers have constructed an image economy that operates as both a sacred space for Black women and an easy hunting ground for their dollars.

50 shades of grey cosmopolitan: Many Splendored Things Susanna Paasonen, 2018-11-27 Exploring sex—bodily capacities, appetites, orientations, and connections—in terms of play and playfulness. We all know that sex involves a quest for pleasure, that sexual palates vary across people's lifespans, and that playful experimentations play a key role in how people discover their diverse sexual turn-ons and turn-offs. Yet little attention has been paid to thinking through the interconnections of sex and play, sexuality and playfulness. In *Many Splendored Things* from Goldsmiths Press, Susanna Paasonen considers these interconnections. Paasonen examines the notions of playfulness and play as they shed light on the urgency of sexual pleasures, the engrossing appeal of sex, and the elasticity of sexual desires, and considers their connection to categories of identity. Drawing on a broad range of scholarship on sexuality, play, and the media, Paasonen moves from the conceptual to the concrete, examining advice literature on sexual play, the vernacular

aesthetics of the Fifty Shades series, girls' experiences of online sexual role-playing, popular media coverage of age-play, and Jan Soldat's documentary films on BDSM culture. Paasonen argues that play in the realm of sexuality involves experimentation with what bodies can feel and do and what people may imagine themselves as doing, liking, and preferring. Play involves the exploration of different bodily capacities, appetites, orientations, and connections. Occasionally strained, dark, and even hurtful in the forms that it takes and the sensory intensities that it engenders, sex presses against previously perceived and imagined horizons of embodied potentiality. Play pushes sexual identifications into motion.

50 shades of grey cosmopolitan: The War on Men Conrad Riker, 101-01-01 Tired of Being the System's A.T.M.? Ever wonder why I do often becomes I'll destroy you? Sick of trading your paycheck for a sexless, resentful roommate? Ready to stop being feminism's collateral damage? - Why 72% of divorces are female-initiated—and how to dodge being another statistic. - The legal hacks wives use to drain your bank account (and how to armor-plate your wealth). - How beta provider men get punished for playing by rigged rules. - The 5-year loyalty expiration date: Why her attraction always fades (and what replaces it). - Offshore accounts, prenups, and the gray man strategy: Financial warfare for men. - Dead bedrooms decoded: Why she withholds sex—and how to reclaim power. - Courtside seats to divorce bloodsport: Tactics to avoid becoming a paycheck slave. - From simp to sovereign: Rebuild your life on your terms. If you want to escape the marriage plantation with your wallet, sanity, and balls intact, buy this book today.

50 shades of grey cosmopolitan: Televising Chineseness Geng Song, 2022-05-09 The serial narrative is one of the most robust and popular forms of storytelling in contemporary China. With a domestic audience of one billion-plus and growing transnational influence and accessibility, this form of storytelling is becoming the centerpiece of a fast-growing digital entertainment industry and a new symbol and carrier of China's soft power. *Televising Chineseness: Gender, Nation, and Subjectivity* explores how television and online dramas imagine the Chinese nation and form postsocialist Chinese gendered subjects. The book addresses a conspicuous paradox in Chinese popular culture today: the coexistence of increasingly diverse gender presentations and conservative gender policing by the government, viewers, and society. Using first-hand data collected through interviews and focus group discussions with audiences comprising viewers of different ages, genders, and educational backgrounds, *Televising Chineseness* sheds light on how television culture relates to the power mechanisms and truth regimes that shape the understanding of gender and the construction of gendered subjects in postsocialist China.

50 shades of grey cosmopolitan: Modelling Exciting Writing Adam Bushnell, Rob Smith, David Waugh, 2022-08-27 Practical advice for teachers on modelling and teaching writing in the primary classroom

50 shades of grey cosmopolitan: Consumer Sexualities Rachel Wood, 2017-08-03 *Consumer Sexualities* explores women's experiences of shopping in 'sex shops' and using sexual commodities in their everyday lives. This enlightening volume shows how women take up sexual consumer 'technologies of the self' to work upon and understand themselves as confident and active sexual agents in postfeminist neoliberal culture. In guiding the reader through the historical emergence of sexual commodities 'for women' in feminism and postfeminism, Wood points to the normalisation and regulation of sexual practices and identities in and through consumption. Indeed, women's accounts show the work involved in constructing the 'right' - knowledgeable, tasteful, and confident - orientation to sexual consumption and, by extension, in becoming an intelligibly 'good' sexual person. At the same time, the author draws upon de Certeau to show how the ordinary contexts in which sexual commodities are used can lead to unpredictable moments of adaptation, discomfort, playfulness, and resistance. A rich analysis of women's everyday strategies of 'making do' with the kinds of femininity and female sexuality that sex shop culture represents, *Consumer Sexualities* will appeal to scholars of sociology, cultural studies and gender studies with interests in gender, sexuality, sex, and consumption.

50 shades of grey cosmopolitan: Using Semiotics in Marketing Rachel Lawes, 2020-03-03

In what can seem a complex, abstract field, this book is an invaluable clear, practical resource on how to seize the tremendous opportunity that semiotics offers to better understand your consumers. Semiotics is big business. It is most famous for its unique ability to decode visual images and is the only market research method which provides a systematic, reliable and culturally sensitive method for interpreting what visual images mean. Semiotics sheds new light on consumers and the world they live in, stimulates creativity and innovation, guides brand strategy, and finds solutions to a plethora of marketing problems. Using Semiotics in Marketing will help marketers looking to launch new brands, reposition existing brands, or rejuvenate established ones. Written by one of the original founders of commercial semiotics, Using Semiotics in Marketing outlines precisely what semiotics is and why it matters, before moving on to demonstrate how to run a successful commercial semiotics project. Packed with fascinating case studies proving how visual imagery is interpreted differently across cultural, racial and social demographics, it provides essential insights into understanding consumers. This results in better ads, websites, packaging and social media content - ultimately driving brand growth and profits.

50 shades of grey cosmopolitan: 'Rough Sex' and the Criminal Law Hannah Bows, Jonathan Herring, 2022-11-07 Bows and Herring expertly collate an extensive mix of perspectives on the topic of 'rough sex' to contribute to a powerful feminist investigation of this critical and timely debate.

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