It took decades to look this good!

...th age.

KITSCH FEMME BODIES (KFB) is a multimedia campaign and manifesto that challenges the idealization of youth in womanhood. Aging is a beautiful privilege that is often misrepresented in the media and marketed as something we can stop. This leads to the objectification and neglect of women as they age, much like kitsch items found in antique stores. The KFB campaign aims to disrupt trends propagated by social media and reject the anti-aging rhetoric we have come to accept as normal.

Through a marketing campaign approach, KFB empowers young queer femmes by encouraging them to embrace their authentic style rather than following current trends, to accept aging, and to celebrate their unique qualities that go against the grain.

...bette ...h age!

KITSCH
FEMME
BODIES