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Bisexuality a la mode

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Abstract

This article suggests that bisexuality is being marketed “both to lesbians and to heterosexual women” as the latest fashion trend. The main effects of this marketing exercise are a depoliticisation of sex and an erasure of over two decades of radical feminist theory. Instead, there is a return to sexual hedonism, with sexual desire clearly privileged over political analysis. The paper looks, first, at the ways bisexuality is marketed to lesbians (as a “sport fuck,” as “hot sex,” as “healing,” and as “transgressive”); and then at way bisexuality is marketed to heterosexual women (as “sweet sensations,” “safer sex,” “weekend lesbianism,” and “purely temporary”). It is argued that such depoliticised trendsetting needs to be replaced by a serious and engaged politics of bisexuality, which neither oversimplifies desire, nor ignores the political context within which it is located and must be understood.

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