

NICOLAS WASSER

The Promise of Diversity

How Brazilian Brand Capitalism

Affects Precarious Identities and Work

[transcript]

Table of Contents

Acknowledgments | 9

1 Introduction | 13

- 1.1 Identity markets and their discontents | 13
- 1.2 Culture, hegemony and (sexual) difference | 20
- 1.3 Notes on method and research procedure | 23

2 Governing through desires

Brands, identities and the case of *Visibly Hot* | 29

- 2.1 The brand as a mode of conduct | 31
 - 2.1.1 How commodities obtained a life of their own | 33
 - 2.1.2 Behavioral science and the shift to the consumer's needs | 36
 - 2.1.3 Media and the social fabric of the everyday | 39
 - 2.1.4 The role of lifestyles and political stances | 42
 - 2.1.5 The corporate brand | 45
 - 2.1.6 Branding and the body | 48
- 2.2 Sexy difference: from product to advertising | 50
 - 2.2.1 Exploring the product | 51
 - 2.2.2 Sunglasses are becoming sexy | 54
 - 2.2.3 Exploiting the sexist gaze | 56
 - 2.2.4 Enacting feminism and freedom | 63
- 2.3 Architectures of the corporate brand | 68
 - 2.3.1 From Californian rock dreams to brand management | 69
 - 2.3.2 Style and identity politics | 72
 - 2.3.3 Up with sales! Spatial, organizational and identity expansions | 76
 - 2.3.4 Conventions and affective bonds | 78

- 2.4 The search for econo-sexy professionals:
diversity management | 81
 - 2.4.1 “We don’t simply like- we give it a value” | 84
 - 2.4.2 Diversity, a somewhat different equality | 94
 - 2.4.3 Inclusion as normalization? | 99

3 Longing to be different | 103

- 3.1 Identification as government | 105
- 3.2 Life-work-worlds | 110
 - 3.2.1 The first employment | 113
 - 3.2.2 Service and shopping workers | 117
 - 3.2.3 The artistic improvisers | 121
- 3.3 “Here I can be who I am”, or: authenticity as freedom | 125
 - 3.3.1 The freedom of style | 128
 - 3.3.2 The necessity of style | 131
 - 3.3.3 The malleability of “ser diferente” | 133
 - 3.3.4 Style as a becoming | 137
- 3.4 Recognizing and modeling different selves | 140
 - 3.4.1 Posing in contested differences | 143
 - 3.4.2 Sexy white girl | 148
 - 3.4.3 Black beauty and identity | 152
 - 3.4.4 The gay theme | 157

4 Affective labor | 165

- 4.1 Emotional work, authenticity, and affects | 167
 - 4.1.1 Double productivity: sexual labor | 171
 - 4.1.2 Exuberant sexuality, or, back to affect | 175
- 4.2 The seductions of retail service work | 181
 - 4.2.1 “Trabalhar com acessórios é ser apaixonado pela marca” | 183
 - 4.2.2 Training, individuality, and attitude | 185

- 4.2.3 Desires and sticky social bonds | 189
- 4.2.4 Compliments and sexual fantasies | 193
- 4.2.5 Misadventurous affects | 197

4.3 Ambiguous friendships | 200

- 4.3.1 Cordiality, a cultural politics of friendship | 204
- 4.3.2 Deprovincializing cordiality | 207
- 4.3.3 Recognition at work | 210
- 4.3.4 Competitive affects and collectivity | 216

5 (Un)fulfilled promises and different conflicts | 221

5.1 Conditions, submissions and micro revolts in service work | 222

- 5.1.1 Capital-competencies and personal growth, a phenomenon across classes? | 224
- 5.1.2 Incorporating individual performance and beauty | 229
- 5.1.3 Limited freedom, new controls:
Pedro's emphatic criticism | 232
- 5.1.4 Carol's unbroken passion | 238
- 5.1.5 Keeping a safe distance: Juliano | 246

5.2 Precarious recognition in motion | 250

- 5.2.1 The fatigue of self-inventions | 257
- 5.2.2 *Rolezinhos* and celebrating capitalism – „um tapa na cara da sociedade“ | 263

6 Conclusion | 269

7 Bibliography | 277