Abstract
This contribution presents an analysis of the rise of Western Consumer Society, showing how as a social disciplinary mechanism and a driving force behind production it has made capitalism viable. To insert itself in everyday life, consumerism as a civilizational model has created a new kind of woman: the consumer. Being responsible for 80% of the purchasing decisions at home, women-consumers are the most manipulated and coveted target for corporative marketing managers, and the key addressees and protagonists of the discourse of advertising. Women-consumers are torn between the happiness promised by the consumer culture to those with a purchasing power and the flip side of invisible poverty that sustains it.

Keywords
Consumption, gender, publicity, consumerism, consumption society.