



Kin Fertility – ‘We Are Here For You’ Campaign

Menstruation is commonly perceived as only an issue concerning women – despite being possible for anyone with a uterus, female-identifying or not. When it comes to people who do not identify with their birth-assigned bodies, there tends to be neglect in the healthcare system to treat and support these individuals. This leads many people from the LGBTQI+ community to report mistreatment, simply due to the lack of education by healthcare professionals.

In this integrated conceptual campaign, Kin Fertility aims to broaden this perception and start a conversation by spreading awareness on opening the gender binaries surrounding menstruation and educating Australian communities on the topic.

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Heavily inspired by the media she surrounds herself with – including music and fashion – she is navigating the design industry through merchandise design, branding, advertising, and social media.

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