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Labels & Love. Female friendship under neo-liberal conditions

The article aims to analyse female friendship under neoliberal conditions using the example of *Sex and the City* (US 2008). By reading the film as a postmodern fairy tale new figurations are pointed out. Discussing today's friendship (in media) from a sociological point of view, the contribution focuses on contradictions of the new regimes of self-regulation and tries to open new perspectives on the issue.