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‘The Drink Pulls You Down’ – Moderation as the Key to the ‘Good Life’ in *Ladette to Lady*

Through a reading of the British youth makeover show *Ladette to Lady* (UK/Australia), I will argue that the figure of the ‘ladette’ is used to constitute working-class white women as pathological and shameful. Via mediation of signifiers which mark out the participants as lacking in taste and cultural capital, the young women’s bodies articulate a denigrated lifestyle, which is demonstrated by their relationship with alcohol. I examine how LTL reproduces wider patterns of vilification of unproductive, binge-drinking youth upon which the logic of current British alcohol policy resides, where working-class hedonism is viewed as excessive and uncivilized, and alcohol is viewed as having little social usefulness. I argue that LTL reflects this broader rhetoric in which alcohol consumption is being increasingly problematized and regulated along classed and gendered lines, where alcohol consumption is viewed as a hindrance to a ‘better’ life, which inevitably means a more civilized and middle-class life.