

## The surprising phrase Melbourne artist hears at almost every market.

Melbourne artist Criss Chaney has noticed a pattern while exhibiting her artwork at markets and events across Victoria.



**Melbourne, Victoria Jun 16, 2026 ([Issuewire.com](https://www.issuewire.com))** - Women regularly stop at her stall, connect deeply with her bold, feminist-inspired artwork, and talk enthusiastically about the pieces they love. Then comes a phrase Criss says she hears time and time again:

“I have to ask my husband.”

Sometimes the women return. Most of the time, they don't.

Sometimes the husbands are there, and she gets to watch the interaction, the excitement and enthusiasm of the woman who has connected instantly with the artwork, and it's always interesting to see whether their husband supports and encourages them to go for what lights them up. Often the phrase 'You don't need that' comes up.

For Criss, the experience sparked a bigger question: Why do so many women feel they need permission to spend money on something they love?

“The women I meet aren't struggling to decide whether they connect with the artwork,” says Criss. “They've already made that decision. What they're really struggling with is giving themselves permission to have something that's just for them.”

Through her art, Criss explores themes of confidence, self-expression, personal agency, and what it means for women to take up space in a world that often encourages them to put everyone else's needs first.

Over the years, she noticed many of the women drawn to her work shared a common story. They were mothers, carers, professionals, partners, and organisers. They spent their days supporting others, yet often struggled to justify spending time, money, or energy on themselves.

That observation led Criss to create the Bad Bitch Print Club, a monthly subscription designed to make meaningful art more accessible while encouraging women to prioritise themselves.

Each month, members receive an exclusive art print, a personal letter from Criss, and reflective journal prompts. More than an art subscription, the experience is designed to create a small moment of anticipation, inspiration, and self-connection in everyday life.

Since launching, members have described the monthly delivery as “something to look forward to,” “a pick me up,” and a way of bringing “colour back into life.”

For Criss, those responses reinforce the deeper purpose behind the project.

“Women don't need another thing on their to-do list,” she says. “They need more opportunities to remember who they are beyond their responsibilities. If my artwork can help someone feel more confident, more connected to themselves, or simply remind them that they matter too, then that's what it's all about.”

To learn more about Criss Chaney and the Bad Bitch Print Club, visit <https://PrintClub.CrissChaney.com>.



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