Caitlyn Jenner, the new name of former Olympian Bruce Jenner, has provoked a spike in media visibility for herself and for the visibility of the transgender community as a whole. As Bruce, the media sensationalized and profited from his distinct markers of masculinity. As the father, and husband, of the popular culture dynasty known as the Kardashians Jenner eventually became rejected from that image. Around the same time of this rejection Jenner experienced her own internal rejection - manifesting itself as body dysphoria.

The media hype surrounding Jenner’s male to female transformation has been successful in establishing a global conversation about transgenderism, but has raised arguments of accuracy and advocacy by the community she has been appointed to represent. Problematic as it is to accept Caitlyn Jenner, and her affluent white male privilege, as the spokesperson for the entirety of the transgender community, it is still valuable to recognize that her unique transition plays an important role of transliberation in the movement of transfeminism.