

## The aftermath of our guilty pleasure

One of the most spoken-about subject as of the beginning of 2019, is the environment and the role we as consumers has in the society. It's discussed time and time again what we should be doing to prevent the earth from dying and what we should not do. About how we should live our lives and how we should spend the money we earn. The fashion industry is "forcing us" to buy new garments, accessories etc every season but at the same time they're making us feel guilty when doing so. Statements like "Save the planet", "Buy less" or the recycling symbol is something we've all seen coming down the runways on the big fashion weeks. So what is right or wrong? When can you feel okay about spending money and when should you really think twice?

Truth is, there is no right or wrong. What there is, are facts. The facts are, our earth is on a fast route downhill and fashion is one of the main reason of it. Then it is up to you, really, to decide what you can do to make the downhill even out a bit. If you care you should try in any way you can, which I believe all of us do, to a certain extent. Watch documentaries like "The true cost", "Plastic Paradis" or "Minimalism" and think about what you can do. It can be as simple as not using a straw to your fizzy drink, or not ask for a bag for every single purchase you do, or maybe buy a reusable cup for your morning coffee? You can also do all your shopping online which will minimise the carbon dioxide emission or eat less meat. There are so



Byblos spring/summer 2019



Vivienne Westwood  
spring/summer 2019

many smaller things you can do, which for sure wont have an significant change on you, but will on the environment.

We all have to take responsibility of our actions and remember that, it is our fault. It's not some bigger organisation, country or nation. It is us. You and Me. Even if it feels like "but I'm just me, what I do wont have that big of an impact" but it will! It has, that's the reason why we are where we are today. I know it's hard to turn your life around and go sustainable or ethical in an instant, but do little things here and there and if you're not ready to do that, inform, spread the word, tell people where we are heading. That will eventually get you to do the little things because we all know we have to practice what we preach.

This is no longer a question about what is wrong and what is right or when you can feel okay about spending money. This is a question about when will people realise what is going on? When will people look past their freshly mowed lawns in their backyard and out to the rest of the world where people aren't as privileged and realise what we're doing? When will WE see what we're doing isn't sustainable and will have a huge impact on the place we call home? It is not about feeding your guilty pleasures and for you to decide what you're going to spend your money on. It's about something way bigger than that. We all have to stop being so selfish.

2019 has to be the year where a change truly happens and when people start to feel responsible for the destruction they're doing. I know I will try to make it better, will you ?