

Consumerism

AI:

Consumerism (you asked directly)

Here's the clean articulation:

Consumerism is addiction disguised as identity.

So the natural rules are:

- No identity built on acquisition
- No status signalling through brands
- No artificial scarcity manipulation
- No endless upselling
- No dopamine-engineered design

Preemptive framing:

We offer tools, not cravings.
We sell access to depth, not distraction.

System-level choices:

- Fewer products, deeper engagement
- Long life cycles over seasonal drops
- Repair > replace
- Ownership with responsibility, not hoarding

Susan Ndinga Wright:

I don't agree with the consumerism part, it's about consuming real authenticity, the issue isn't consumerism, as I can consume water for life and be good or consume absinthe for life and have kidney problems. The issue is what we consume, not the fact we consume, but consuming good stuff will slow down how much we consume as we're all yearning for more value. We go in numbers, but the moment you have access to value, numbers don't count and aren't seen as valuable. It becomes a natural slowed down consumption over an addiction. The real addiction is value and when we can't find it in one we look for it in all/the many. If the brands conscious and does everything good, I want them to be shouted as an example, enough of the lower vibrational that scream quality while fueling pollution, child abuse and scarcity. Even the blog was accessible to all for free, now it'll be available to the backend team until it gets publically streamed as other channels leaving the writing the last one for people to see the origins of the rest. It's momentarily scarcity as I understand the amount of information it houses and we want to give people the chance to gain the knowledge in the ways they're addicted to before we get to reading, as attention span is ridiculously diminishing itself. To have dopamine for healthy stuff is what dopamine was built for or to have a healthy body where dopamine can't get abused.