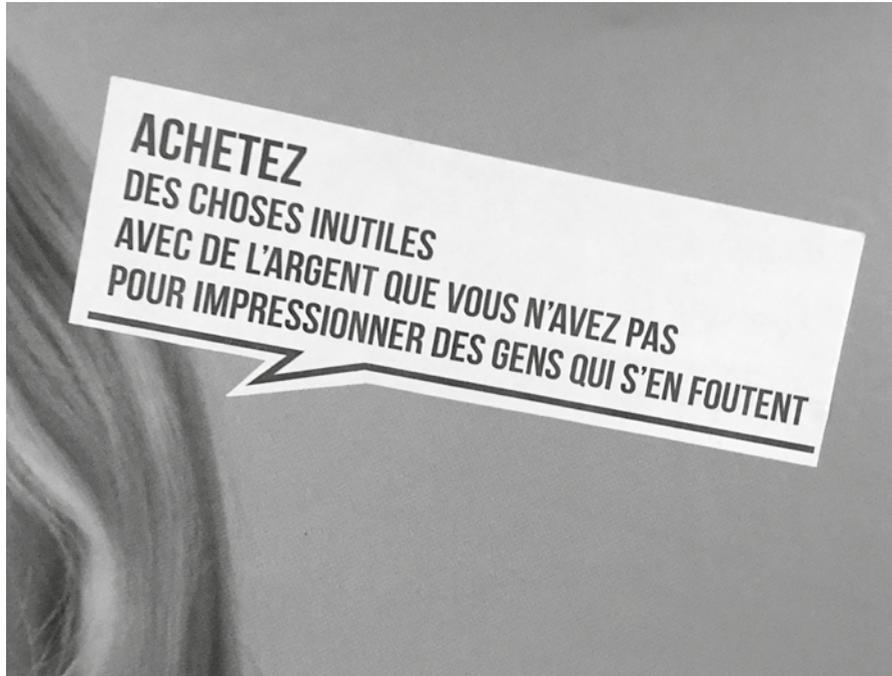


no logo



A beautiful garment impresses the impressionable, many make human billboards for unethical capitalist enterprises. In school, a child can contribute to the propaganda, but for example, they will be asked not to wear clothes with Che Guevara's face on them. At the same time, the elites apply themselves to the no logo, because "airport beauty is so vulgar".

Brands provoke desires that capitalism makes us think are essential. And it's because they despise us that they can get rich off our backs, by making us buy products that they wouldn't want for themselves or for their children. Isn't life beautiful?

People from the middle class often dress in thrift stores. They know that they can find better quality clothes than what is sold on the market today, and that they will have the tailor adjust them if necessary. At the same time, the one who has missed out, who has known the contempt and the shame of not being dressed like others, refuses to buy second-hand clothes, even though we should consume better and less. Does this mean

that those who suffer the most from capitalist exploitation are its best standard-bearers? Perhaps we'll have to tell them.

The halo effect is the first impression we have of someone. If I present myself with dress codes different from yours, at best you won't pay any attention to me. Yet I have something invisible to the eye that leads me to not care about what your gaze reveals about me, that leads me to not care about your prejudices against me. Ethics is something that cannot be bought, being one of those things that has no price. It is my most precious possession that has an considerable effect.

Ideally, we wouldn't judge another person based on their beauty, social status, appearance, skin color, manner of speech, accent, and so on. We act in the opposite way to the way we do. We act in the opposite way to this ideal, and there is no need to list the phobias that result from it. We may know that clothes don't make the man, that qualifications don't make the logical mind, that status doesn't make sincerity, that dental health doesn't make integrity, but naturally we underestimate or on the contrary we overestimate others, according to their appearance and the perception we have of them.

We are full of prejudices, responsible for our hasty judgments, our crude shortcuts, our contempt. In this world where domination is everywhere, we ourselves are affected by this evil against which we fight. Just as a good perfume masks the natural smell of a body and can mislead in the choice of a partner—a question of alchemy—you must be wary of your hasty judgments.

Beware of judging others on their appearance, whether they impress you or seem contemptible. Admiring or despising are natural feelings, but when they are awakened in you, you see yourself and at that moment it is possible to adjust your look. We shouldn't place our hopes of justice in contemptuous people who ignore themselves.

You who fight against an '-ism' but did not hesitate to illustrate yourself in a crass way to my friend who did not have the codes. Keep that in mind, it will save you from being considered a contemptuous individual. Since it must be said, I assume this ungrateful role. Capitalism exhausts us, despises us, dominates us, influences us, makes us unhappy, stupid and nasty.

We are stupid but not condemned to remain so. To appear is not to be. The revolution will pass by the being or will not pass.



“Learn to look beyond the appearances to get to the root of things”