

Forget the Internet

These days logging onto social media can be rather intimidating. On Facebook the newsfeed is littered with updates about the latest trends, the shoes you cannot live without, the mascara you need to breathe — it's an endless stream of meaningless nonsense that eats up our bandwidth, phone battery, time and energy, and not necessarily in that order!

We are constantly being bombarded with information on how to become our best possible selves, live in the most beautifully decorated spaces wearing the latest blouse while biting on an avocado toast and sipping on Matcha latte!

There is an invisible pressure to attain perfection in every aspect of life, and the bloggers on YouTube are not helping much. And it is a fact well known that in order to attract more followers and subscribers every single detail in a picture or a video must look ideal beyond belief. Said bloggers (or should I say influencers?) are enjoying a day in wearing \$300 silk robes and rhinestone-studded fuzzy slippers.

Watching these people and following

their lives is addictive, simply put. You want their robes, those slippers, and that whole lifestyle he or she is promoting. What they wear and do has a deep impact on your psyche and you know it.

Amidst this mayhem take a step back and just ponder for a moment — is it truly who you want to be? Achieving an unexpected level of perfection in real life is not only time consuming it is hardly ever practical. The fashion and the beauty industry have a direct control over bloggers and influencers who in turn promote the products by incorporating it in their lives. While there is absolutely nothing wrong with trying to become your best possible self, losing one's own personality in the process is hardly ever worth it.

Bloggers and influencers on social media do what they do for a living and receive tons of free goodies. A carefully curated wardrobe that consists of a few great tops in solid colours, some great bottoms, a couple of printed blouses and dresses can be easily tweaked with one or two new accessory every season.

Being a slave to latest trends is not considered fashionable; women who have timeless, classic style and jazz things up now and then with a couple of fun touches are the ones who truly look chic. The same rule applies to makeup as well. Just because sunset eyes and grey lips are in does not mean they will translate well into everyday life.

Have fun with makeup by all means but learn to distinguish the line between fantasy and reality. Doing a heavily contoured makeup look with tons of highlighters is not practical for daily life, even though your favourite beauty blogger's everyday makeup tutorial shows so.

The bottom line is, learning ways to improve your life is by all means great. Knowledge is power when used in the right way, so embrace your own self and let her shine through. Take ideas, get inspired from all directions and do not be afraid to take chances. Just do not lose yourself in the process.

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