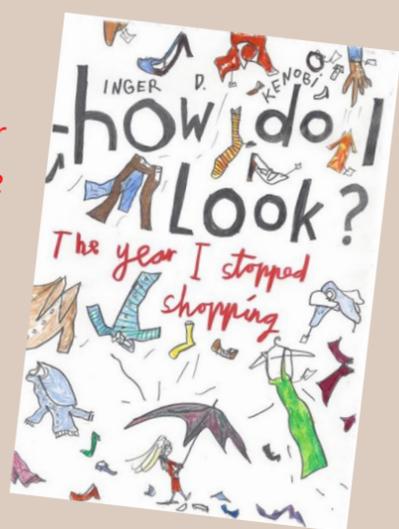


# EMERGENCY SHOPPING GUIDELINES

by Inger Kenobi

*I developed these guidelines when I stopped shopping for a year. You can find all of them in my book, and they are designed to help us blaze through this consumer culture of ours with sass and pizzazz.*

*These guidelines will also help Mother Earth, as **not** buying clothes we sort of, maybe, kind of like is one of the fastest ways of becoming a conscious and creative consumer.*



## **Don't buy anything you can't wear tomorrow.**

This kind of wisdom should be passed down from generation to generation, together with the family silver and the rest of the heirlooms. With this rule by your side, you'll stop buying clothes that would only work if you were as tall as Nicole Kidman, lived in a warmer country, or had a different kind of life altogether.

**Clothes should work for you straight out of the gate. Period.**

## **Don't buy anything you don't need.**

I know, I know, I know. This rule sounds as fun as day-old porridge. But here is the thing. Most of us tend to buy clothes that are crazy similar to those we already have. *Another* white blouse. *Another* pair of jeans. *Another* pair of black shoes. These items add nothing to our lives. So why bother?

**What's missing from your wardrobe? Focus on that.**

## **Don't buy anything you don't like.**

"Oooh! Half price! It's not exactly my style, but I should give it a try! Who knows? Maybe snakeskin will be my new thing??" Sounds familiar? Two weeks later you won't remember how little you pay for whatever you thought you liked, you just know you hate it and will never wear it.

**Don't be led astray by sales and trends.**

## **If the outfit is uncomfortable, don't buy it.**

It's one thing to look fabulous standing still in the changing room, but real life requires maneuvering around. It's only later, after we buy the thing, that we notice how the dress creeps up when we walk, how the shirt feels like a straight-jacket, and how the jumper pinches in all the wrong places.

**Don't buy clothes you can't stand to wear.**

## **If it doesn't go with any of your other clothes, don't buy it.**

Having a lot of pieces that only work on their own, is like having a kitchen filled with ingredients you can't cook with. *Hmmm, what can I make with licorice, olives, and rice flour?* In contrast, when your new clothes complement your existing outfits, the possibilities are endless.

**Build meaningful and lasting alliances.**

## **Embrace who you are and dress accordingly.**

A new trend used to hang around for years, sometimes decades. Thanks to the fast-fashion industry, we now have a trend carousel that acts like it's on a diet of cocaine and Red Bull. Trying to keep up with that carousel is draining and pointless. Instead, figure out what you truly like and shop accordingly. It was by *not* following trends that Jackie Kennedy became a style icon.

**Don't be misled by trends.**



## If you can't afford it, don't buy it.

There are many excellent reasons for buying a fine piece of clothing, but maxing out our credit cards on over-priced brands and 'investment' pieces goes against everything I believe in. And it's not like designer outfits are hatched from a gilded cocoon right next to the Mayor's office, while cheaper brands are produced in the streets haunted by Jack the Ripper. In fact, overseas textile factories often receive orders from a wide range of brands. All I'm saying is this, if you can't afford to pay £150 for a pair of jeans, please don't.

**Don't be swayed by brands and designer labels.**

## Reduce. Reuse. Recycle.

Short of changing my entire lifestyle, but still wanting to reduce my carbon footprint, shopping less seems like the obvious place to start. I can't think of a single downside with this strategy. Less is more. Not necessarily Amish-less, off-the-grid-less, or giving-up-our-cars-less, but shopping less. Could this be any easier?

**Less is more.**

## Invest in experiences, not possessions.

Did you know that we only wear about 20% of all the clothes we buy? That is a shockingly low figure. Not only that, but our satisfaction with what we buy quickly fades. This helps explain why we keep coming back for more, forever chasing that euphoric high that shopping gives us. Our satisfaction with *experiences*, on the other hand, only grows over time. Over time we become more and more pleased with that trip we took to Paris, that writing course, and that time we slept in and read all day.

**Experiences sustain and inspire us.**

## Mostly shop at thrift shops.

Should you ignore/forget/dismiss all of the above, shopping at thrift shops will save the day (*and* the planet). Buying pre-loved clothes won't add to the destruction of our planet. Also, by shopping at thrift stores you're supporting a good cause, not lining the pockets of gazillionaires. What's more, shopping at thrift shops is like going on a treasure hunt. You never know what you'll find. These clothes are not bound by fleeting trends, which can be so limiting and annoying. Here you get to play, experiment, and channel your inner fashion designer.

**Thrift shops are green, ethical, and full of surprises.**

## PRAISE FOR MY BOOK

*I finished the book on my trip this weekend. Just loved it. I'd already started a stop shop for the first quarter of 2022. I can't recommend your book highly enough. -Jill Farmer*

**I didn't want it to end!! Funny, honest and fascinating!**

*I'm excited to try my own stop-shop because of this marvelous book! I fell in love with the narrator! She's so thoughtful, funny and fascinating! I found myself wishing I could go on her daily adventures!! And I deeply admired her honesty and thoughtful process as she faced her craving to possess more clothes! This book is juicy and gave me a lot of good food for thought around Fashion. I feel more determined than ever to prioritize creativity over consumption! - Sarah Seidelmann*

**Serious issues with humor and heart.**

*This book was so much more than a first-world pseudo-crisis. It delved into deep issues and brought them closer to home, split off into marvelous tangents, and inspired a sense of gratitude and can-do. All this with a sense of humor!*

*Recommended for someone looking for an accessible romp through serious issues. -Zee Southcombe*

**TO BUY THE BOOK, CLICK ON THE LINK BELOW:  
[HOW DO I LOOK? THE YEAR I STOPPED SHOPPING.](#)**