

THE IMPROPER BOSTONIAN

JEFF BOSTON'S ESSENTIAL GUIDE TO
ENTERTAINMENT, CULTURE AND THE PLACES THAT MATTER

the Word

EDITED BY ERIN HAGEDORN & JULIE SHORT

■ trends ■ tittle tattle ■ people ■ panache ■

improper speaking

SEEN, OVERHEARD OR OTHERWISE BROUGHT TO OUR ATTENTION

Let Your Inner Bling Ring ... At a time when Gucci-wearing, iced-out, Cristal-popping music and movie stars promote conspicuous consumption as the ultimate status symbol, many regular folk are left shaking their heads. One of them is Michelle Stewart, a local yoga instructor who recently launched an anti-consumerism campaign with her new Web site, www.innerbling.com. Tired of images promoting material things (bling-bling) and socially created status symbols, she urges folks to look inward (hence the term "inner bling") instead. Of course, that doesn't stop her from selling \$20 Inner-Bling T-shirts on her Web site...but then again she does promise to donate a portion of the proceeds to peace education programs. —*E.H., J.I. and J.S.*

