

# Summary Tower

Companies and influencers profit from minimalism through the sale of products, books, and aesthetics.

Marcuse defines "false needs" as those imposed by society that trap individuals in cycles of consumption without leading to genuine flourishing.

Minimalism and its relationship with consumerism

Olivia Lee (2024), considering Herbert Marcuse's work, argues that although minimalism presents itself as a way to escape consumerism, it has become a commodified industry that acts as a "false need" rather than a true rejection of consumer culture.

The minimalist lifestyle often serves as a status symbol for the wealthy who choose to live with less, whereas the poor may live with less out of necessity.

Lee (2024) states that we should stop seeking fulfillment through material goods to find the difference between capitalist promises and the lives we truly want.

