

#REALTALK

WHAT'S SO WRONG WITH BEING BASIC?

In case you haven't read the internet lately, basic bitches are on the rise.

Jennifer Wright explains why we should embrace the label.

I've been known to refer to the fall as Pumpkin Spice Latte season. I also love a barre-method workout class, to which I wear my Lululemons and those socks with the little grippy bits on the bottom. I think pretty much everything Kate Middleton wears is flawless. Want to binge on *Sex and the City* and fro-yo after a breakup? Call me, maybe? I'll bring the sauv blanc—chilled.

To some, these attributes qualify me as a basic bitch. Urban Dictionary defines basic as "someone devoid of defining characteristics that might make a person interesting, extraordinary, or just simply worth devoting time or attention to." Leonora Epstein, coauthor of *X vs. Y: A Culture War, a Love Story*, takes things a bit further, claiming "to be labeled as basic is to say that you have the most homogeneous, blank, and unsophisticated identity."

Wait a second—the fact that I like popular things and I prefer to allocate my beverage calories to a delicious coffee drink instead of a Guinness makes me, at

best, unsophisticated and, at worst, a person not worth your attention? I think not! No doubt, Lauren Conrad, who *Allure* magazine recently labeled as basic, would agree. With a hit fashion line, 8 best-selling books, 3.3 million followers on both Twitter and Instagram, clearly LC's not a woman to be dismissed. If someone of her level of success is considered basic, then we should all get on board.

There's a certain hypocrisy to the concept of basic bitchiness. Even Epstein cops to it. "I have such a distinct image in my mind of who this basic bitch is," she says, "and I really dislike her, mainly because she seems completely boring and mainstream." And yet, she confesses about Starbucks and *SATC*: "I like those things!"

While we throw shade at one another for having popular interests, guys embrace their basics. Swap yoga for CrossFit,

the latte for Bud Light, *Sex and the City* for *Entourage*, and what do you have? A bro—which for many guys, is a term of endearment. Bro Bible.com's viral empire was built on the basic interests of men. The site boasts 8 million unique hits a month.

"Over time, guys made Bro mean whatever they wanted," says BroBible managing editor J. Camm, "so now it has less of a negative stigma."

Now, it's our turn to destigmatize basic bitches. Not sure if you are one or not? There's a BuzzFeed quiz for that (naturally). But I'll save you the time: if you love *The Notebook* and brunch and

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think Jennifer Lawrence is the best, then you're basic. And so what? Some of the best characters on TV right now are basic bitches—Shoshanna on *Girls*, Mindy on *The Mindy Project*. They love their rom-coms and eat their fro-yo with heads held high, and we adore them all the more for it. So let's show ourselves the same love. Liking something popular doesn't make you lame.

Discounting someone for having those same interests, however, does. Own your basic-ness, find your tribe—the Charlotte to your Carrie and the vodka to your soda. Maybe we can meet up some time and Instagram the whole thing—it will probably be at Starbucks. ■

If Lauren Conrad is basic, then we should all get on board.



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