

Millennials and Gen Z embracing slow living movement

The slow living movement has taken hold among millennials and Gen Z. Hustle is out and rest is in for the younger generation.

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Hustle is out and rest is in for the younger generation.

“Slow living is a mindset whereby you curate a more meaningful and conscious lifestyle that’s in line with what you value most in life,” [explains British-based website Slow Living LDN](#).

Emma Gannon, a 35-year-old English author, podcaster and Substack entrepreneur, wrote a book — *A Year of Nothing* — published earlier this summer about unplugging from the world. It quickly flew off the shelves and a second printing is in the works, expected to be available again in November.

For Gannon, it wasn't a lifestyle choice, but an absolute necessity after she suffered from severe burnout.

"Looking back, there were lots of red flags – feeling very confused, pulsating headaches, not being able to focus on things in the room, quite scary stuff," [Gannon told the BBC](#).

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"But I over-rode it, [thinking]: 'I'm busy, I've got to crack on'."

Two years ago, Gannon said her body shut down from the stresses of work and life.

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"Couldn't look at a phone, couldn't look at a screen, couldn't walk down a street without feeling fragile," she said. "It was the feeling that, 'Oh, you can't muddle your way through this – you have to stop'. Many people with chronic burnout have to get to that point before they'll take time off [work], because we're so condi-

tioned in this society to push through at all costs.”

While the slow living movement focuses on self-care and preserving your energy for more meaningful hobbies and relationships while reducing screen time, a quick check of Instagram reveals the hashtag [#slowliving](#) nearing 6.5 million posts.

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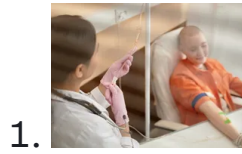
And on YouTube, videos can be found titled [“Why I Choose Slow Living Over Hustle Culture As A Gen Z”](#) and [“How Slow Living Made Me Happier As A Millennial”](#).

There is no exact guide on how to achieve a slower lifestyle. All it entails is doing everything at the right speed and focusing on doing things better.

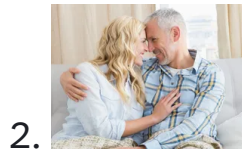
“Often, that means slowing down, doing less, and prioritizing spending the right amount of time on the things that matter most to you,” according to Slow Living LDN.

“By slowing down and intentionally placing your true values at the heart of your lifestyle, a slow living mindset encourages you to live in self-awareness and make conscious, purposeful decisions for the benefit of your well-being and that of the planet.”

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