

Luxury Isn't Money – It's Freedom, Sunlight & Movement

What's poppin', people? It's Dante.

I'm currently walking around one of my favorite places—**Penn's Landing** here in Philadelphia.

Check it out.

Construction.

Yeah, we've had construction here for the past year or two, and we've got a new park that's coming soon. Well... probably not *soon*. Maybe 2030. It's going to take a while.

But let me say it here first:

This is going to be one of the most beautiful parks in the country.

You might be wondering why.

Look at this beautiful river.

The park is going to extend over the highway with this gigantic bridge connecting Old City directly into Penn's Landing. I just think it's going to be incredible.

This is one of those places I naturally gravitate toward.

Open spaces.

The water.

The horizon.

I come here to decompress.

To look out into the distance.

To watch people.

To feel the sun on my skin.

Sometimes I take my shirt off and just walk.

I feel good by the water.

I feel good when I have a clear view of the horizon.

It feels like **anything is possible**.

I love watching the planes fly overhead.

I like staring at the bridge and watching the cars move in the distance.

It reminds me of being a kid.

My brother, one of our cousins, and I used to ride our bikes around here exploring. We even climbed on top of one of those old buildings—I think it was some kind of navy fortress.

Those memories never really leave you.

Freestyle Vlogging

Today I'm just freestyle vlogging with the **Sony DCR-SR40**.

Check it out.

I was told I'd make a good influencer.

So here's my commercial...

The Vibram FiveFinger Commercial

This is my official advertisement for the **Vibram FiveFinger ELX** shoe.

Transcend the modern world and experience what it's like to tap into the infinite unknown by grounding yourself in nature.

Barefoot sensation.

Honestly...

It's kind of like wearing normal shoes is a condom.

But barefoot shoes let you actually feel the sensations of the earth beneath your feet.

So there you go.

My official Vibram FiveFinger announcement.

A quick advertisement from **Flux TV**.

That would actually make a pretty good commercial.

What do you think?

What It Means to Be an Influencer

What does it actually mean to be an influencer?

I don't think it means promoting products.

I don't think influence comes from convincing people to buy something.

I think **being an influencer means becoming undeniably great at something.**

When you're undeniably great...

People naturally want to emulate you.

They don't copy you because you told them to.

They copy you because the work speaks for itself.

Maybe being an influencer is the modern-day luxury.

Not because of fame.

But because we live in a world where everyone is constantly consuming.

Food.

Media.

Entertainment.

Everything.

To be a producer...

To be a creator...

To be a mover.

To be a shaker.

To actually be out in the field doing something—

That feels like one of the greatest privileges you can have.

The Real Definition of Luxury

The ultimate privilege today seems to be the freedom of your mind.

The freedom to walk.

To wander.

To stand beneath the sun.

To read books.

To write.

To create.

To make art.

Being outdoors is a privilege.

Maybe lifting weights is a privilege too.

Check this out—they've got a gym here at the construction site.

These guys are working hard making things happen.

Movement itself is a privilege.

Simply moving your body.

Being under the sun.

Being beside the water.

Surrounding yourself with nature.

Stretching.

Drinking clean water.

Eating good food.

Having access to red meat.

Drinking raw milk.

Having enough free time to simply look up at the clouds.

To me...

This is luxury.

Luxury isn't sitting in some ivory tower.

It isn't unlimited television channels.

It isn't Uber Eats.

Luxury is much closer to the earth.

It's grounded in the simplest parts of being alive.

Gratitude

Today I'm grateful for the sun.

I'm grateful for the vitality in my body that lets me walk.

I think the biggest mindset shift is moving away from constantly chasing something...

...and instead recognizing what you already have.

This moment.

Your body.

Your consciousness.

The ability to experience.

To feel.

To think clearly.

This is what matters most to me.

Having freedom.

Freedom of time.

Freedom of mind.

And the privilege of movement.

These are the things I cherish most deeply in life.

Follow the Light

Check it out.

The geese.

You could ride the geese.

You want to be free like the birds.

Out beneath the sun.

Moving.

Living.

So I encourage you to think about what you're grateful for.

What does privilege actually mean?

What is luxury?

I think luxury lives in the body.

Luxury is vitality.

Having energy.

Feeling powerful.

Feeling alive.

Those things elevate your mood.

They make you unstoppable.

Of course...

We're flesh.

We'll eventually die.

We're imperfect creatures who make mistakes.

But when you begin from a place of physical abundance—

Deep sleep.

Vitality.

Energy.

Strength.

Everything else becomes easier.

Whatever comes your way...

You can overcome it.

So that's the simple message today.

Grateful for the sun.

Just follow the light.

This is the answer.