

BLACK FRIDAY is on the minds, hearts, lips & fingertips of everyone. Its the new sacred festival of one of the world's fastest spreading religion.

This religion has its holy places, its **TOWERING SHOPPING CATHEDRALS** lit with decorations and promises of contentment and endless bliss.

This religion has its rituals, pilgrims & **DEVOUT FOLLOWERS** engaged in **QIYAM AL-LAYL** as they queue throughout the long hours of the night.

This new religion has many names: **MATERIALISM, CONSUMERISM, CAPITALISM, DESIRE, GREED**. It is an unhealthy attachment to the material, fleeting gratifications of this **DUNYA** placed here to test us.

“Indeed, We have made that which is on the earth adornment for it that We may test them (as to) which of them is best in deed. And indeed, We will make that which is upon it [into] a barren ground.”(18:7-8)

WE BUY THINGS WE DON'T NEED WITH MONEY WE DON'T HAVE

This new religion has transformed us from a Needs-Based society to a Wants-Based society. **“DO YOU NEED THIS?”** or **“DO YOU WANT THIS?”**

“Have you seen the one who takes as his god his own desire? Then would you be responsible for him? Or do you think that most of them hear or reason? They are not except like livestock. Rather, they are (even) more astray in (their) way.” (25:43-44)

This new religion has changed the value of humanity. Instead of valuing virtues such as **SACRIFICE, PATIENCE, PERSEVERANCE, MERCY, HUMILITY AND THANKFULNESS**; a person is judged by the **LATEST TRENDS, FOOD, BRANDS, LUXURY, LABELS, TO SEE HOW SUCCESSFUL THEY ARE.**

A mother who nurtures & develops her child's spiritual, emotional, intellectual and physical growth, is seen as **“economically inactive”**, not trendy or modern, but if she works then she is liberated and empowered.

IN SPITE OF HAVING ALL THE COMMODITIES, THESE PEOPLE ARE STILL ANXIOUS, DEPRESSED AND LONELY

THE CURE - our greatest weapons as individuals is **SHUKR** to Allah

“And He gave you from all you asked of Him. And if you should count the favours of Allah, you could not enumerate them. Indeed, mankind is (generally) most unjust and ungrateful.”(14:34)

Being grateful to Allah ﷻ gives us the inner contentment, that Consumerists seek. **Why is it that many people staying in 5 star hotels, driving luxury cars and eating expensive meals are not happy? Why is it that another person may enjoys a simple piece of bread to a greater extent than the person at the Michelin star restaurant?**

THE SECRET IS SHUKR AND CONTENTMENT It is not Haram to buy nice or even expensive things. **“Indeed Allah is beautiful and loves beauty.”** But don't allow these things to fill your heart, dominate our attention, waste your time & distract you from Allah ﷻ & His Rasool ﷺ.

“And when your Lord stated, ‘If you are grateful, I will surely increase you (in favour); but if you deny, indeed, My punishment is severe.’”(14:7)

We are told to spend on our necessities, on our families – but there is a difference between consumption and overconsumption. Overconsumption is when you struggle to give charity.

“This is the Book about which there is no doubt, a guidance for those conscious of Allah – Who believe in the unseen, establish prayer, and spend out of what We have provided for them.” (2:2-3)

Don't fall into the rabbit hole of Black Friday. Ignore The Slogans - **BUY NOW, PAY LATER, BUY MORE TO SAVE MORE!, LIMITED EDITION, INTEREST FREE...**

Illuminated Jumu'ah , Full of Blessings from Allah ﷻ & His Rasool ﷺ. An hour Where Your Dua's Are Answered. The Prophet ﷺ Replies to your Salaam. Adam ﷺ - humanity created on this day... Limit Shopping, Watch Less TV/Media, Choose Friends Carefully, Stick To A List, Wait. Remember Allah, Remember His Rasool & His Lifestyle & Life Choices.