

### Parallels between owning a brand and the handmaid's tale

After last week's reading the idea of risk made its way into the handmaid's tale. In the book many characters are constantly trying to figure out whether their actions will lead to punishment or freedom. For example Offred is trying to figure out whether she should give into this oppressive system that they run in gilead. But then this other side of her is trying to take tiny steps to try and get back to the way it was in the before times when gilead wasn't a thing. We see that in June's flashbacks it was pretty normal nowhere near the extreme levels that it was. With Offred trying to get information out of certain people from the book, It can lead to dangerous consequences such as death, imprisonment, torture, etc. However, Offred decides to take these chances because they could potentially lead to freedom not just for her but for every woman that lives in this disastrous society. She sees that she could change everyone's lives if she gets her hands on the right info. As I read and saw how she took these kinds of risks I could see how determined she was, nothing was stopping her. Especially her knowing that she has a kid out there somewhere and has no idea what really happened to them. This fueled her. Gilead took that away from her ever since it became in power. Another risk she would take is when she would speak to other handmaids about her daughters whereabouts as well as nick. They were in a relationship which is something that is also not allowed in the Gilead society. But she also kinda used that relationship to see if she could find something out about her daughter. Nick is a guardian but he was a driver for the commander and helped Serena Joy. They trusted him a lot in the book. I believe he could have possibly been a part of Offred's daughter's disappearance since he was assigned those kinds of roles, especially the driver for the commander. If I had to say that I had any kind of real world connection with this I don't but that idea of taking risks definitely correlates with me. I've owned a clothing brand since I was 15 years old and one thing I can tell you is that it's not easy. There are many possibilities, many risks that have to be taken in order to excel in this field. And to be honest I still haven't succeeded with it but I know things take time. Just like Offred takes risks in order to better her situation it's the same way I do. When I first started I would do little side jobs like selling my old sneakers of mine, clothes, whatever it was just to make some money in order to pay for my first bulk order. I did just that. I spent every dime made from that just to pay for it. That was the first risk I ever took, I didn't even know whether the clothes would sell or not. It was either it went well or it didn't do anything at all But I actually profited from my first ever drop. All I can say is that it was unbelievable. I didn't think it would happen. But just by taking that risk I was able to see something better for myself. Then from there I continued to take the risk of paying for bulks and selling clothes. It's been a bumpy road. There's times where it was going very well, then there were times where it wasn't doing too good, which made me lose money actually but I always remembered that I can always get it back, which is why I always took the chance and never looked back. In this instance it reminds me a lot about Offred's determination every time she broke a rule that's exactly what I saw. Nothing was able to stop her from her goal. Her confidence as well because she didn't get caught and she never let anything knock her off of what she was trying to do. When this idea originally was brought up in our class discussion this instantly came to mind. As I read during the beginning chapters I never really thought about it. But now since the topic of risks and as I was able to read further into the book I was able to see more risks that Offred took and connect it back to my business.