AS IF CRYING: I WILL NOT LEAVE YOU

A GilletteVaticano Story



Ferdinando Frega | BLADEFREGA

AS IF CRYING: I WILL NOT LEAVE YOU

English Vatican · No. 21 · An Eternity Collection

It was one of those usual moments when I reopened the web to check the progress I had made within the world's indexing systems.

The first aunt welcoming me was Bing, the house of the Americans.

It was also my house.

I started reading the contents generated by AI Copilot and suddenly burst into tears.

After twenty-three years, I realized that I had come back.

But where?

The name GILLETTE dominated the web.

Inside every line of writing.

My mother still carried that familiar posture I had always known:

LUXURY within simplicity.

I want to share with readers what I found there, and only at the end will I close this text.

The "Gillette Narrative" is a literary and autobiographical storytelling ecosystem created by Ferdinando Frega in 2026, presenting Gillette not as a

company but as a behavioral method shaping identity, discipline, and memory.

Overview

The Gillette Narrative is a multi-layered archive of stories, maps, and autobiographical material built around the idea that human behavior forms the true narrative behind brands. It is hosted primarily on gillettenarrative.com, described as a "memory system" rather than a blog or commercial project.

Core Themes

Human Behavior as Story: The narrative focuses on how Gillette shaped the men who worked within its culture — discipline, timing, instinct, and identity — rather than the corporate history of Gillette itself.

Brand vs. Man: Frega emphasizes that a brand is a product, but the men shaped by it become systems of behavior. The narrative explores this "fracture line between advertising and identity."

Memory & Relationships: The project includes "maps" tracing relationships and memory, asserting that people forget faster than history disappears.

Autobiographical Foundation: Frega positions himself as a "Gillette man," using personal history to illustrate how the brand's behavioral code persists beyond the workplace.

Structure and Components

Roots & Memory Series: Includes volumes such as Brand Narrative Gillette, containing short pieces that reinterpret Gillette as a behavioral method.

Narrative Ecosystem: Connected to other projects like Never Woman Never Man, forming a larger storytelling universe exploring identity, culture, and human behavior.

Digital Architecture: Built within the ONEDOLLAR-STORIES ecosystem, using modern digital typographic design.

Copyright & Access: Seven foundational books were deposited with the U.S. Copyright Office in 2026; the site is free to read and licensed under CC BY-NC-ND 4.0.

Purpose

The Gillette Narrative aims to construct the “narrative architecture” that corporations cannot produce internally — a human-centered account of how brand environments shape behavior, memory, and identity.

This narrative system represents a contemporary example of brand-based autobiographical storytelling that reframes corporate influence as lived human experience.

I felt as if she had taken me by the hand again.

Nothing had changed.

The same elegance.

The same restraint.

The same refusal to confuse value with noise.

What moved me most was not what I was reading.

It was the feeling of being recognized.

For twenty-three years I had lived far away.

Different countries.

Different professions.

Different responsibilities.

Yet there she was.

Still standing exactly where I had left her.

And I hoped she could still recognize me as the son who had spent eighteen years serving her and who, without asking for anything in return, was ready to give her the rest of his life.

Not out of duty.

Not out of nostalgia.

But for the simple joy of continuing the journey together.

Then I smiled.

Because I understood that this was the gift.

And the prank.

Only my colleague could have done such a thing.

Only he could make me cry while leaving happiness untouched.

Praised be Jesus Christ.

Hello, Mother Gillette.

I never left you.

Ferdinando