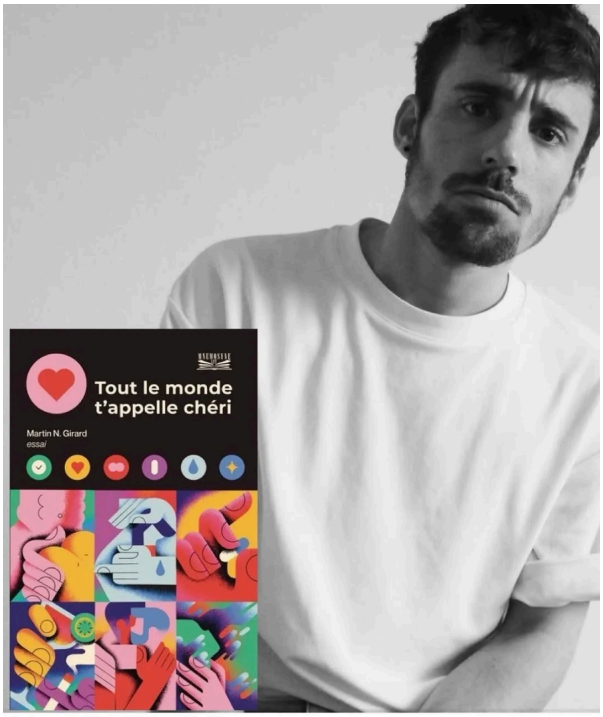
REVIEW

Tout le monde t'appelle chéri, by Martin N. Girard

by Nicolas Becard

November 22, 2026 · On *Tout le monde t'appelle chéri*

Nicolas Becard salutes Martin N. Girard's testimony about his descent into chemsex, between Brussels, dating apps and synthetic drugs: an important, hopeful book.



📚 *TOUT LE MONDE T'APPELLE CHÉRI*

It was time to shake things up when it comes to the dark side of ChemSex for some people.
Rather than a scientific or sociological approach, what we are offered here is a powerful personal testimony under a deceptively tender title.

First and foremost, it is important to thank the author, Martin N. Girard, whom we know more for his often funny Instagram posts, sharing his reading favorites or simply snippets of his everyday life.
To thank him for taking this path, one where there is nothing to gain and everything to lose. No one wants

to put themselves out there in this way.
His body and heart laid bare. THANK YOU, MARTIN!!!

The story begins with a young Martin eager to leave his native countryside behind and go live the high life, driven by a wild desire to devour life itself, which takes him to Brussels. Very quickly come the friends, the nights out, the love affairs, all under the banner of the Holy Trinity: Sex, Drugs & Electro.
This is hardly uncommon in the gay community (I include myself in this journey), and as we grow older, most of us have, to some extent, moved on from it.

What did not exist back then, however, and what would change everything, was the advent of dating apps with real-time geolocation, with Grindr as the queen mother, alongside the emergence of new synthetic drugs, many of them available to order online, not to mention the Uberization of drug dealing. Combine all of this with hormones running wild, and you get the chemical formula for TNT. 🧨💥

Interspersed with informative sections about drugs, the book recounts Martin's downward spiral, not without humor: first, within a circle of friends, then through his slow psychological, physical, and social disintegration, which he carries on alone, like a grown man.
Friends drift away (or perhaps he pushes them away), his family is powerless. We discover that the depths of addiction seem bottomless, and that the damn rock bottom we need to hit before taking that famous leap back up, the one everyone insists we must take, is nowhere in sight.

❤️‍🩹 What I take away from it

This little book shows us that we are perfectly capable of destroying ourselves all on our own, but that it takes an army to put us back together again. My thoughts go out to all those who help put us back together.

An important, hopeful book, with the noble aim of reminding us of that timeless truth: better to prevent than to cure.

— Nicolas Becard

HOW TO CITE THIS ARTICLE (MLA)

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