

Sophie: [00:00:00](#) Dear fatmily, I'm writing to you from my crisp, adorable floral print Papier notebook. You'll know it's me because it has my name across the front, which I love. I'm also obsessed with my personalized stationery cards. They scream "this fatty's important and chic". Papier works with leading artists and brands to offer an unrivaled collection of notebooks, planners, cards and invitations delivered straight to your home. Go to [papier.com](#) and save 15% off your first order with code [shesallfat](#). Get free delivery in the US on all orders over \$75 that's p a p l e r.com with code [shesallfat](#). Sincerely, Sophie. Today's episode is sponsored by 11honore, a platform for designer plus size clothing. 11honore works with designers and brands to expand their sizing, providing fit models and pattern makers to designers in a true partnership. They currently offer sizes 10 to 24 and they're constantly pushing the designers they work with to continue expanding. It's a process they're committed to. 11honore wants to rewrite society's ideas of who can wear and buy designer clothes. As the founder and CEO Patrick Herning says, this is a movement, not a moment. At 11honore you can be confident and finding pieces that are special because of their fit and quality and you can use quad pay if you want to pay for items over time. She's All Fat listeners can get 20% off one order of regular price items from now through July. Visit [11honore.com](#) And use code [SAF20](#). That's [11honore.com](#), [SAF20](#).

Sophie: [00:01:40](#) I'm Sophie.

April: [00:01:41](#) I'm April.

Sophie: [00:01:41](#) And this is, She's All Fat. The podcast for body positivity, radical self love and chill vibe only. This week we'll discuss fast fashion, fab fashion and most importantly fat fashion. I'll talk to some of our favorite fat fashionistas and straight sized ally fashionistas. What do you have to say, April?

April: [00:02:00](#) Tina. I'm talking on my podcast!

Sophie: [00:02:06](#) Cool.

Sophie: [00:02:31](#) All right, here we are in obsessions. Let's get into it. April, what are you obsessed with this week?

April: [00:02:37](#) I'm back and these are my obsessions. Number one, not sure if you knew, but the website/app Pandora still exists. If you never got on this, Pandora, um, is a free website. You can pay to not have the ads, but I have ads on everything. I still have Hulu ads.

I'm cheap, so I use it for free. Um, and you can click like a station, meaning you pick an artist that you would like to listen to other songs from the same vibe of that artist and they'll provide, you know, endless songs based on that vibe. So I listen to Pandora when I'm writing a lot. It's my main thing. I'll always turn off my phone, uh, pretty much disconnect from everything I can. And then I just have my documents open and my Pandora. The station that has been giving me life this week that I'm obsessed with is Rosie Lowe. Okay. So I just found out about her from the same thing I'm always talking about, which is the Youtube colors page, Youtube colors, you need to subscribe. So she had a song come out, um, a couple of weeks ago on Youtube colors for her song Bird Song. (Clip of song.) So good. So sexy. Such a vibe. I'm like, who is she? I put her into Pandora. I'm like, I need more of this absolute sexy vibe. This like soulful R&B pop Indie. I love it. I put her into Pandora. I got Shadae on that, on that station. I got Billie Eilish on that station. I got Janet Jackson, I got Angie Stone, I got Anita Baker. It was incredible. Truly finding the right Pandora station really is a game changer because if you put in something like Ariana Grande, you could get any kind of pop music. You could get like Big Time Rush. You can get stuff you never wanted to hear. You gotta be very specific. So for me, I found the best luck with getting like specific indie artists and getting sort of like their inspiration is what will make up the station. So, obsessed with the Rosie Lowe Pandora station. Next obsession this week is the Don BBW edges video. Okay, let me explain. So a couple of months ago there was this popular meme going around of a guy with a mustache slamming shut his flip phone, right? A lot of people were using this in different contexts. Famously Sophie used it in the context of me and the caption was something like "April when any man tries to talk to her" and it's a man just slamming shut a phone, which I relate to and I absolutely support. So he apparently is a Youtuber. I never knew where this meme came from. Just like anything on the Internet, you're like, what is this? Where did this come from? He apparently is a Youtuber, is youtube pages don BBW. He is not a BBW but I won't comment further on that. So he had a video go slightly viral this week where he relaxed his edges and for the white women at home, we've already been through edges, But what a relaxer is, is when you sort of chemically treat your hair, if you're black, it will make it straight. If you're white and you have straight hair, it'll make your hair curly. So he, he's from Barbados, which is great because he has like the same accent is Rihanna, which I love but so he relaxed his edge is like kind of as a gag and just to see what happened. And the video, I mean the videos like 16 minutes, 16 minutes long. And for some reason I just could look away like it just really made me laugh. It was the editing.

There's like this new young millennial Youtube vlog editing style that like Emma Chamberlain is doing where they're doing these like weird zooms and weird cutaways. And I just like, I am fascinated by what the teens are doing, right. So he edited it really weird. And then the final part of the video is just people who I guess are his fans like reacting to his edges. And of course spoiler alert, his edges look a mess, it does not look good. And so it just, they're all like roasting him, the last few minutes of video's just can being roasted for like how bad this turned out. And just like something about his sense of humor really clicked for me and it was like the one video I had time to watch like that whole week and it just got me. So I would watch the don BBW relaxing my edges video. It's, it's extremely good. And if you were still, still unclear on what edges are, once you watch the video, you're going to know for sure. You're going to know in your heart what edges are on black people and we can just close the debate right there. That's my final obsession from this obsession dump. I hope you had fun. I had fun. Okay, Soph, take it away.

Sophie:

[00:07:02](#)

Um, thank you, April. Um, my obsession this week is, I'm, I'm in a phase right now where I'm very tired all the time. I'm like working hard. I watched all of this show on background: season one of Legacies. It is a bad show. Uh, but it is great in the way that I like, which is like, first of all, it's a double spinoff. It's a spinoff of the Originals, which was a spinoff of Vampire Diaries, which Lindsey and I used to watch in college every week instead of going to senior night where seniors went and they like drank in Palo Alto. Um, we used to watch Vampire Diaries every week. I was team Damon, she was team Stefan. But Legacies is like a double spin off where it's like a magic school for witches, werewolves and vampires and Alaric is like a human who runs it. And um is trying to make them good. It's just very silly and fun. My favorite parts are when there's like a reference back to one of the more ridiculous things from Vampire Diaries. Um, if you like campy magic shows, then I recommend. Also want to give a little shout out to one of my new friends on Instagram. Um, if you want to get into like bike shorts, band t-shirts, sweat-cropped sweat pants, kind of fashion, you could follow um, my new friend in Chicago her name's Rebecca Ravenna, she runs this vintage store called LHLL (little high, little low). I have like a sweatshirt from them. I've just got another vintage sweatshirt and like a band tee and stuff. And what's cool about Rebecca is that, um, she likes styling things. So if you like, I didn't believe at first that they had anything plus size in their store. And often it is hard and vintage shopping to find plus size things. But if you message her and you're like, hey, here's the measurements of things that I like, do you have anything? And like here's my

style. Then she enjoys like looking out for that stuff and she's found a bunch of stuff for me, which is really cool and nice and it's fun to like chit chat about fashion stuff. So if you're interested in that we'll link her store and her personal account in the show notes. And finally, my final obsession. Does anyone else really like those like peanut butter bars that they have at Starbucks now? I don't, I feel like it's literally just peanut butter in a bar, but it's really good. I've been eating a lot of them. I don't really know. Like they have to be kept in the fridge area. I Dunno. I literally think they're just peanut butter, but they're good. Okay. That's it. Let's move on to our Apple Podcast review shout outs.

- Sophie: [00:09:36](#) You know the deal. If you leave us a review on apple podcasts, you're helping us one day get to new and noteworthy and that'll be the best day of all. We do read your nice reviews when we're going in the bathroom. We text them to each other. It's very nice. Thank you so much to the people connected to the following usernames. Lana135647, ladymegster, PPieandgoose, Mellieb, MissHolly, and kmdiva. Thank y'all so much. We'd also like to give a shoutout to our patrons on patreon.com/shesallfatpod. Um, we are an independent production and the patrons keep the lights on here. Allow us to do all the things we do. There's like a lot of unseen costs of doing the podcast from hosting to just like paying business licenses every year for an LLC. Um, I prioritize paying Maria and Lynn and giving our interns a stipend over paying myself. There's just like a lot of costs. So we appreciate so much, all of you who, um, pledge us money every month and there's a lot of cool rewards on there. So thank you so much to the following patrons, Carrie Ausmiss Denise Elliot, Somilia. Um, that's April sister [inaudible], Stephanie Hair, Catherine Lit Valdez and Alex Locust who is @glamputee! Have you listened to Alex's episode? Spill the disabilitea. You should. Um, thank y'all so much for supporting the pod. We really appreciate you so, so much.
- Sophie: [00:11:08](#) Moving onto some correction/news, a very sweet listener, uh, talked about us on an NPR story and I got a lot of really nice messages about it. I want to say thank you so much for mentioning us and your story was really beautiful and I'm linking it in the show notes. So go check that out.
- Sophie: [00:11:31](#) Okay, now a call for submissions. Um, we're doing an episode about fat camp. So if you have stories about going to fat camps send us your best fat camp story, um, you can send us a voice memo, attach it to an email, send it to fyi@shesallfatpod.com

Or just send us an email, but we, you know, as April says, you know, we prefer that voice.

- Sophie: [00:11:52](#) Um, this week and our Patreon Facebook group which you can be in if you join our Patreon at team Paisley Mumu or above, um, people are talking about meeting our new interns, the lovely Yeli and Freya who are amazing. We're talking about Chunky Dunk Pool parties and how to plan them and we're talking about Canada. Um, so get in there if you want it, do that. We also as always have an extra mini-sode every week for team I love bread. This week our minisode is some more Q and A's with Allie of Bissy Swim about creating swimsuit line that flatters and fits, um, more kinds of bodies than, um, than you know, average straight size lines.
- Sophie: [00:12:38](#) So today's episode is part one of two fatshion episodes. Um, we are splitting these up into two episodes because we just got too much audio. Um, I really am curious about how small ethical, inclusive brands are making it work. And this episode you'll hear from Corissa Enneking, @fatgirlflow. You'll hear from Dani of Dazey LA and you'll hear from Katie who's the creator of Ori. and I talked to all three of these creators about their small businesses, their small brands and how the various like, things that are in their way and the things that are in our way as customers to get what we want in fashion, in clothes. So, um, next time you'll hear from some other people. This time you have amazing, three amazing interviews. So let's get into the meat of it,
- April: [00:13:41](#) The meat of it.
- Sophie: [00:13:47](#) Welcome to the meat of it. Here we are in our fashion episode. Um, I really wanted to do this episode. The more that I worked with Dani of Dazey LA on our collab shirt and I started learning so many things that I had no idea about, like behind the scenes. And it really put into context a lot of things that I'd been frustrated about or wondered about as a customer or consumer. And I wanted to, um, do a little bit of bringing some of those conversations between a consumer and a customer and a brand to the forefront.
- Sophie: [00:14:24](#) first up we have a conversation with, um, our friend of the Pod, Corissa Enneking, @fatgirlflow. Um, we talked to her about the money and the figures behind making t shirts and making blanks and making merch. we're covering access, affordability, turnover and some ethical stuff. Y'all know her as @fatgirlflow on Instagram and from a couple of our previous episodes, let's into it with Corissa.

- Sophie: [00:14:54](#) Can you give us a little overview of your business?
- Corissa: [00:14:58](#) I obviously run fatgirlflow.com and about three years ago I decided to start doing just some basic merch and I did it with a company that was kind of like a print on demand. And what ended up happening was I just wasn't able to get the sizes that I needed at all from them. So I uh, started merchandising with a company named Merch Table and they are here in Kansas and they have been incredible. They do everything in house. But one of the things that, when we first started, we were very quickly running into issues with, was that sizing across the boards- and you have to remember these companies, um, they have access to like every wholesale marketer out there. It's not like they're like, oh, you have three shirts to choose from, you know? No, they're like literally, if it exists, we can find it. And there were no options for shirts, for shirts that were feminine cut over 4X. Um, you can obviously get like big and tall unisex shirts and stuff like that, usually up to like 6 or 7X. But they look really terrible. They're like, um really, they're not comfortable. And they're kind of awful. So.
- Sophie: [00:16:19](#) And these are for wholesale shirts, meaning shirts that aren't sold directly to customers. They're sold to brands who want to print on them or change them or whatever from this. So this is like a middleman person who has access to all the factories in the US or whatever.
- Corissa: [00:16:34](#) right. Yes. I think a lot of people just think you like make a tee shirt. But truly most people are just printing on a t shirt that they already bought.
- Sophie: [00:16:45](#) So for your stuff, you have a lot of cute shirts, we'll put them, the links in the show notes, you have cute shirts and all sorts of like crop tops and things that say like fat brat and like all sorts of fat positive things. And tell us about like the, if they're ethical and like what size range you currently offer in.
- Corissa: [00:17:06](#) Okay. So when we decided to make these, I actually, the people at merch table were kinda like, okay look we see your market and we really believe in it. Like even though we only had these shirts up to 4X, they were selling so well and people were getting so excited about them. Merch table came to me and said, we see the potential in this and we would really like to partner with a manufacturer and we would like to create a pattern and like, have you design a shirt. And so that process kind of looks like me basically bringing in like four or five of my favorite shirts and saying this is how I like things to fit. And then us making a literal pattern from scratch. I think you have to

decide how to grade shirts and grading is basically how much each size should increase. So that's very, very different for plus size fashion than it is for straight sized fashion because once you get into bigger bodies, the sizing in between each size is bigger. So like a small and a medium might have one inch difference, but a 4X and a 5X is going to have something like a three to four inch difference. We decided we wanted to go up to 6X so we only make shirts from XL to 6X now, um, we aren't messing with small to large. I really- that, that's kind of an active choice on our part. Um, I think that plus size people are left out of the conversation plenty.

April: [00:18:44](#) Yeah. That's why we did like allyship for our shirt. Cause I was like, yeah, I don't, I don't think I'd feel comfortable just having it be like a picture of a fat body.

Corissa: [00:18:52](#) Is this sarcasm? I don't get it. Anyway, we did the shirts up to 6X. We have a manufacturer, um, who is located in just outside of LA and they do all of our manufacturing, everything's ethical. They, um, I think there is a thread that they use in the shirts that comes from overseas, but otherwise everything's made in the USA and everyone's paid a living wage and you know, the whole ethical spiel. It's kind of interesting when you start a new line because you just are kind of throwing things at the wall and seeing if they stick. Because we had, we had, our original thought was let's just make some blanks and see if people want to buy them, you know, and like print on them. And the thing is nobody trusts you right away. Right. We ended up buying three different types of shirts, um, in three different colors and merch table- this is, this is the part I think a lot of people think. Oh, so you just made some t shirts? Um, merch table invested \$17,000 for the first run of that. Um, I, I can't do that. That's not something I would've ever been able to do on my own. That's just, it's just a massive undertaking, like the privilege I had in having this business, like approach me about it and be like, Hey, we think you're worth this, is astronomical. I know that a lot of people probably assume if you invest \$17,000, you're making just a shitload of money on, on that, right? Like, but merch is not making me a millionaire. I'm lucky. Very, very lucky if I make maybe half of what a teacher's salary is, you know, like it's- I'm making a ton of money off of that. It's a huge investment and long term I hope that it pays off big. I hope people really see these shirts and go, wow, we're going to start wholesaling on these shirts. We love these shirts. These are the plus size shirts to print on. But for now it's just investing just tons of money into something that really doesn't have much return.

- Sophie: [00:21:12](#) We approached you to wholesale your shirts when we were trying to do our first- figure out our first merch step and that's one of the reasons we ended up doing a collab with Dazey because they had the resources to like do that and you were like, don't do this. They would cost you so much money. And we were like, okay.
- Corissa: [00:21:29](#) Yeah, like even when when you guys approached me I was like even if you wanted to buy 200 shirts from me, you would have to pay upfront for the cost of the shirts, which is an ethically sourced shirt is incredibly expensive. Our shirts, if we were to wholesale our shirts, they're about 12 to \$13 a piece and for, for you guys I was like er, unless you have a lot of money and you know exactly who your audience is and exactly what sizes are going to sell perfectly, it's just not, it's not an economical move for anyone to do that.
- Sophie: [00:22:08](#) I mean that's the thing. And for us it's like we've done a couple of surveys, so we know our audience is half straight size on half plus size. It's important to us to do ethical stuff, but like I have no idea how much somebody can afford. And so even though I know how many listeners we have, I don't know how many listeners we have who would want a shirt who can pay for an ethical shirt, right? So it's like a huge risk.
- Corissa: [00:22:32](#) When I say that like, we invested \$17,000 on that first run. That is just for the blank t shirts. That does not include any printing costs. It doesn't include any time or um, cost that I have to put in for designs from graphic designers and stuff. It doesn't put in any, uh, photographer photo shoot amounts, like is a gigantic investment. And so when people hear that I make \$10 off every shirt, that sounds like, holy cow, you're making a ton of money. But it's, it's very, very little compared to how much you have to actually put into each shirt that goes out.
- Sophie: [00:23:13](#) Well, it's not, it's not what you ultimately get out of it.
- Corissa: [00:23:16](#) Right, right.
- Sophie: [00:23:18](#) And then when there's like smaller creators or smaller ethical brands or whatever and it's like, oh, they're trying to do stuff right then I think fat people, especially like I've seen this in the fat community and I think this happens in other activist communities too will be like, well you're trying to do all these things. So like why can't it be all the things I want? And then, and then it's just like, I always feel like, well why aren't you demanding that of like, Target? Like I know you're going to go buy like a big shirt from, which I also do. But are you asking, are

you demanding that Target's ethical as well as affordable? Are you demanding that they scale their shirts like mo- so that they fit you better? I think a lot of times it seems more approachable because like, smaller ethical brands have a face that people feel that they trust and so they feel like, you know, they want, they want everything from that person. But I'm just like, man, it sucks that this burden is being placed on smaller creators. When if larger businesses and corporations would be leading this shift, it would make everything so much easier down the line.

Corissa: [00:24:21](#) And there is this kind of like trickle down effect when people get word that this could be profitable. Obviously because these corporations are looking at their bottom line. The problem then is that these Indie brands don't get any recognition for what they're doing and corporations make all the profit off of it. So not only are we getting kind of beat up in the beginning for being, um, forward thinking or for being the first to do something, we're also not really reaping the benefits.

Sophie: [00:24:53](#) especially because it's just the case and any- and any product that the more you're making, the cheaper you can make it. If there's only us making these things and we need to be able to get return on them, they have to be as- like a certain amount, especially if it's ethical, then everyone needs to be paid the right amount. That's like, you know, it's just like a hard- So then it's a hard balance where then it's like, well, I don't know how to solve that tension. Like, what do we do?

Corissa: [00:25:20](#) For the first two years of doing this merchandise I mean, my merch team wants me to be selling my shirts for much more than I am. And instead I'm like kind of struggling and having a hard time reinvesting. And I do that because I want the people who are my audience to have access to these things. And I do feel like that's very important to me. I really truly do believe that the only way to get people in, uh, people who are super fats and people above 3 and 4X, the only way to get them to start shopping online and to start spending their money with brands we want them to spend their money with, with indie brands, is to really show them that we're committed to them. And so I do want to take that time. I want to show people that I'm committed to them and I want to show people that you know, that they can trust me and that they can trust my brand. And also it's like, okay, um, I guess it's just like this cycle that marginalized people just don't get to be quite as successful right off the bat, y'know?

Sophie: [00:26:24](#) You know, it's like that scale of privilege thing where it's like, I try to make sure that as someone who has like, money, I buy

from mostly ethical places. Do I sometimes buy from Target? Yes. You know, I love to go to Target. Like, it's not perfect. You know what I mean? And it's the same where it's like, I know that superfat people do not trust brands for good reason! For very good reason. And so I'm like, of course they're like, why would I, why would I pay this much money for something when I have no proof essentially.

Corissa: [00:26:59](#)

Right, yeah, absolutely.

Sophie: [00:26:59](#)

You know, among other things where it's just like, you know, and Superfat people are also facing the most discrimination and like the most wage discrimination and the most x what, you know what I mean? It's like, but then again, we get into that cart-horse thing that happens with small businesses where it's like, how can I prove this to you without having the buy-in from the audience? How can I get the buy in from the audience without proving it to you? It's hard to figure out.

Corissa: [00:27:23](#)

Yeah. And the truth is I do think people want our fat money. You know what I mean? I think people are like, oh my God, they're like a lot of fat people around here. We would love their money and doing it is, I mean, it's, it's a huge undertaking. It's much bigger than I think people think it is. And it does take a lot of time. When we did this, we, uh, we didn't, I didn't take a paycheck from my merchandise for nine months. When we're talking about brands who are doing this, it's so easy to get frustrated and upset and we are, I personally am sacrificing a lot for this. And to make it, to make that change happen, there has to be a lot of sacrifice. And I understand why brands don't want to jump on that sacrifice. You know, I understand why people aren't laying on their swords to be like, okay, we're going to carry all these sizes now. You know,

Sophie: [00:28:17](#)

like what are the broader structural things that are more powerful than you that would help if they changed in the fashion industry to like, make this easier for smaller creators and for fat customers?

Corissa: [00:28:28](#)

I hate, that this is something that I have to talk about so often, but I genuinely do not believe that there is like, that there are enough like grants and business loan opportunities out there for people who are doing new things. Um, I have, I have a fairly successful business compared to most bloggers and people who are trying to do this on their own. I mean, I actually do get paid and I actually do have an okay life where I'm not, you know, struggling a ton and that's, that's a massive privilege and I still can't get business loans. So I think that getting more access to

grants and funding is a huge, huge deal. But I also think that having conversations about, about what it is people need. And one of the things I find really interesting is that we don't have a lot of data sets on what people above a size 24, um, are looking for or what they need or what their desires are. And we look at fat bodies as something that is temporary. You'll see like in January you see tons of active wear out in plus sizes because people think you're going to work out your way to thinness. And the truth is the, that is changing and people in fat bodies are staying in fat bodies and that they are affirming that they are staying in fat bodies, they aren't letting people tell them that they have to change anymore. So I think that even just like diving deeper into these, into some of this data about who is buying, why they're uncomfortable buying, uh, where they would be more comfortable buying and even how we measure and how we grade sizes. I mean, damn Sophie, the entire industry needs a complete overhaul. Let's be honest. But I do think one of the things that I like feel like I continuously wish for is like data around who the customer is and who and why we don't have that. Why we don't have any information about people over size 24, like why would that happen?

- Sophie: [00:30:43](#) (Sarcastic) Because those people don't count, duh.
- Corissa: [00:30:45](#) Yeah. It's horrifying because you do, it's, it really is like fashion is a little microcosm of how we treat fat people. I mean it's like if you're, if you're over a certain size, you just don't exist. You don't have access to it. You don't exist. You're not important. It's, it's bullshit. Of course plus size people make up the majority of Americans. Um, but I think we do forget sometimes how small, like the plus size fashion community is specifically.
- Sophie: [00:31:14](#) It's very small.
- Corissa: [00:31:15](#) My blog, if you go to my blog, it literally lists every plus sized place to shop. You know, like it fits on a blog. That's incredible.
- Sophie: [00:31:24](#) That's why like, I know my straight sized friends, sometimes like a girl will walk by who's plus size and I'm like, oh, I saw that dress on [inaudible]. Like I thought about getting it and they'll be like, how do you know? And I'm like, there's like five sites.
- Corissa: [00:31:34](#) Yeah, that's it. That's all we have. I'm at- when people want something like that's plus size, I'm like, I'm a literal Rolodex, but I could never be that for straight size companies because there's so many. Yeah.

- Sophie: [00:31:50](#) To end on a positive note, your shirts are so cute. I have several of them and the sweatshirts, they're very soft. They're ethically made. They're very nice. So everyone should go to your site, buy some and that's, that's not a paid advertisement. It's just liking them and supporting you. Aggressive support.
- Corissa: [00:32:14](#) They're really fun. It's a fun venture to be on, you know? And you know, I appreciate, I appreciate you and everyone else who's kind of hanging in there with us and watching us grow. It's, it's a pretty good time. There is a special kind of love that comes from seeing a community of people like, be obsessed with something you made. So that's, that's a pretty good pay off.
- Sophie: [00:32:37](#) Thank you for chatting with us Corissa, and we're going to have you back on the pod real soon.
- Corissa: [00:32:42](#) Thanks Sophie.
- Sophie: [00:32:44](#) Y'All. You know I love makeup and trying new looks, but you know what I don't love? Taking it all off at night. That is until I met Banila. Banila is the holy grail of makeup removers, meaning it's also a cleanser. Usually I just pick one or the other and my skin suffers from it, it gets too tight or it gets dried out. With Banila, I can melt my makeup away and under a minute and it never leaves my skin dry or tight. The only thing tight about Banila is it's skin loving ingredients. There's no sulphates, there's no alcohol, there's no artificial coloring. You can buy one for yourself at banilausa.com and save 10% off with promo code SAF10. Right now they also have free shipping, so hop on it. That's B a n I l a u s a.com. Promo code SAF10.
- Sophie: [00:33:33](#) Hey family. If you're someone who wants to buy beautiful plus size designer clothing, look no further than 11 honore. If you've never bought designer before, you can rely on 11 honore's sales and stylist team to help you find something that will look and feel amazing. I went to 11 honore Headquarters recently to test out their options. I've never worn designer clothes before and I've had plenty of experiences looking at beautiful items and knowing they'd never come in my size. I tried on a bunch of things that fit really well and looked beautiful. It was honestly incredible to not just be looking for something, anything that I could stretch onto my body. I was looking for something that fit my body and fit it well. As cofounder and CEO, Patrick Herning says about the 11 honore client, "she's been dealt watered down versions of fashion for so long. We want to give her things she's not expecting." That held true for me. 11 honore is committed to the process of working with designers in a

traditionally exclusive industry, high end fashion to expand their size ranges. They've only been in business a year and a half and they've gone from launching with about 20 designers to now working with 90. 11 honore is an amazing option for plus sized customers who want to wear luxury clothes that fit and feel incredible, sold on a platform that advocates for them. SAF listeners can get 20% off one order of regular price items from now through July. Visit [11 honore.com](http://11honore.com) and use code SAF20. That's 11Honore.com, SAF20.

- Sophie: [00:35:01](#) Let's get back into the meat of it.
- Sophie: [00:35:09](#) Okay. Now after talking to our wonderful friend Corissa, we're moving into a conversation with Dani who um, we collabed with on our recent collab shirt for Dazey LA. Um, and we are talking about our collab. We're talking about ethical fashion and how brands that start as smaller brands, ethical brands and want to expand into plus sizes, um, can do that.
- Dani: [00:35:37](#) So my name is Dani and I am the founder of Dazey LA. Our Instagram is [@dazey_la](#). I also cofounded Biz Babes, B. I. Z. B. A. B. E. Z. I have a house called the Dazey Desert house that we airbnb and that is [dazey_desert_house](#). I'm not going to spell that all out for you.
- Sophie: [00:35:59](#) And um, you reached out to me in April, like very shortly after we started the podcast to be in your self love collection video. I remember getting the DM and I was like, oh we should check this out. And then we like showed up and it was incredible and you were like super welcoming and amazing and we had so much fun. And then ever since then we've just been like in conversation and recently we worked together to make our first like, collab merch shirt with you, that allies of all size shirt that we're very, very proud of. So you've been a very important part of our story of as a show so far and I hope continue to be.
- Dani: [00:36:36](#) Well, same for me. You guys really helped me. I'm, I remember when I first met you, I was just expanding our shirts to 2X and you guys were the first models to try them on and shoot with them and wear them and give me feedback. And then obviously now that we've expanded our collaboration shirt to 4X, you know, like every step, like you guys have been involved with our size inclusivity. And I feel like I've also learned so much listening to your podcast on how to better, you know, be an ally to that community and make everyone feel included and do what I can as a small company to make all women feel involved in our brand and what we do.

Sophie: [00:37:15](#) Yeah. So that's a good place for us to transition to talking about like the ways that you have scaled up Dazey sizes. So you told us from the very beginning you wanted to scale up the sizes and that you were working on it and it was gonna take awhile and we were like, okay, we have no idea what that means. We don't know how fashion works. We were like, okay, sure. And then when you were like, okay, 2X and then you're like, okay 4X and you've been telling us about stuff behind the scenes. And I- that was really my motivation for doing this episode was being like I had no idea all of the things that have to go into this. Especially like, because you are someone who cares a lot about the ethics behind something and making things, making sure things are made by paying people fair wages and not through like abusive practices. So can you talk a little bit about the like ethics and ethical choices you've made along the way to creating Dazey and how like those impacted the way you could scale up sizes?

Dani: [00:38:15](#) Definitely. So I feel like the intersection of ethical and inclusive fashion is extremely under- underserved. Um, but most of the sustainable ethical brands are small brands and have a hard time paying for their, their inventory without adding additional SKUs. So-

Sophie: [00:38:38](#) and what are SKUs for people who don't know?

Dani: [00:38:40](#) so SKUs are every time you add like a new option to an array of styles. And so many people don't realize like how much work goes into it and how much cost every time you add a SKU because you're adding that across the board to all these different styles to all these different colors. And especially when you're adding sizes. It's different than adding just another color shirt cause that's across the board on every color shirt and everybody if you're trying to, you know, add an additional size. But of course like in my heart like that's what I wanted to do. Like I don't give a shit. I want everyone to wear my clothes. Are you kidding me? And I remember like even like I was able to explain you guys a little bit like the process that goes into it, but it's hard to understand, you know?

Sophie: [00:39:25](#) Well especially because there's not, there's not like a lot of the conversations I've been having interviewing people about this, what we've been talking about is how there's a lack of shared language between the people producing this kind of fashion and the people wanting to consume it. And especially because plus size, the plus size audience is such an ignored audience. And also we're used to hearing bullshit. You know, we're used to just hearing from large brands like, oh we can't, it's too hard. And so

then when we hear it's, it's too hard to do right now. Like a lot of people are like, how do I tell the difference?

- Dani: [00:39:56](#) And I've been working with my production partner and since Dazey makes all of our clothing to order to be like the most sustainable possible, that adds a whole 'nother like confusing aspect on you know, making to order like additional sizes and how we have to like change our production around to do that. And what people don't realize is it costs tens and tens of thousands of dollars to do just a tiny run of clothing for a season. It really adds up. But I'm so happy through our collaboration that we've been able to kind of speed up the process a little bit. And I think I want to share this with other brands and I want Dazey to be an example. So it was kind of a way to, to prove to my production people and just proof of you know, that the need is out there and also to raise funds that are directly going into our size inclusivity initiative. And as a small brand it really helped us so much. And now in our summer line I'm planning on going for the first time up to 2X in our swimwear and in our pants.
- Sophie: [00:41:03](#) Yay!
- Dani: [00:41:04](#) And that is all funding from our collaboration and it really, really helped us.
- Sophie: [00:41:08](#) Yay.
- Dani: [00:41:08](#) Yeah, so it's super exciting and I'm hoping, you know for the next one hopefully we can push it up to 3X.
- Sophie: [00:41:15](#) Yes, exactly. One step at a time.
- Dani: [00:41:17](#) And continue to do that across the board.
- Sophie: [00:41:18](#) Okay. Let me drill into some more little questions. So from your end, you've been very clear that you've wanted to do this the whole time. So when you're like, okay, I had to show my production partner, how this could be done, what were the like barriers or doubts from that end of things or like what, what were the risks there?
- Dani: [00:41:37](#) You know, a lot of these people have been working in the fashion industry for a really long time and my production partner is awesome but you know, he's old school and he in his head he was like this is what you do. You do small through large or small through extra large. And he didn't really realize the

demand was out there. And since you know, we work very closely and they make the clothing to order, they take a huge risk by making the shirts. We, you know, we are up fronting the same costs like your average fashion brand is. So I have to do a lot of convincing with my production partner. Now we are doing some, like all of our pants and swim is being made in small batches as opposed to order. But yeah, it definitely took some convincing and when we, you know, did up to 2X, they actually sold, I think it was even better than our size large are 2X. Like we had this pocket of like followers of our brands who were ready to support us in expanding sizes and our 2X does extremely well. And once I showed him that he was like, oh wow, you know there is a demand for that out there. So they've been a lot more open to expanding that and guess what our 3 and 4X are selling and the allies of all size shirts and he sees the demand for it and we're able to, you know, grow that I hope.

- Sophie: [00:42:57](#) What do you think that comes from that like old school..Like what is, is that just from like years of being like this is how it is. Does it, do you think it comes from like I don't, is it like a fatphobic place? Is it like a just like unwilling to like, what is it?
- Dani: [00:43:11](#) I will say I have worked for some- there's a lot of sketchy dudes in the fashion industry.
- Sophie: [00:43:17](#) I mean, everywhere.
- Dani: [00:43:18](#) I for sure worked for some creepy guys. Yeah. Who it probably does come of- from a fatphobic space. My production partner Kelly, he doesn't care. You know like he just didn't know that there was a demand for that out there or that the audience was there waiting to support. And like wanted that product. I mean for a long time I worked for Torrid as well and it just kind of like there was a big split in the industry. You either served the plus size community or you served the straight size community and not a lot of companies were trying to do both.
- Sophie: [00:43:49](#) It's interesting cause like all of the people who I've talked to who are like the front facing parts of the creative parts of the brands, it's like they've gotten it the whole time. It's interesting to hear them be like, yeah I had to like convince this person or that person. I'm like does that person not like look around and see how many fat people there are? We're everywhere, like, what's the deal?
- Dani: [00:44:07](#) Yeah. I just think there was just like a split in the industry. There's just two different camps, but it's really cool to start seeing more and more brands embrace that and realize there's

a demand. So I worked in the fashion industry before starting Dazey for about six years, designing for a lot of corporate companies, including like Macy's, Urban Outfitter, stuff like that. And I, at the time I didn't even realize how bad it was until I watched that documentary, that, the True Cost that I'm always like, telling people to about it, you should watch it.

Sophie: [00:44:41](#) Yes, we're gonna put it in the show notes. I'm scared, I'm gonna be sad.

Dani: [00:44:42](#) People have to understand, you know, but it's just, it's not about being perfect sustainable shopper. We don't, there was this quote I saw on the Internet the other day, it was like we don't need like 1100% perfect sustainable consumers. We need millions of imperfect like, people that are trying, basically. You have a platform and the more educated you are on this, the more you can educate other people in. The more of these people can demand sustainability not only from these larger brands, but they can, you know, ask for more size inclusive options from the brands that are more sustainable as well. And when people send me DMs, like saying, Hey, I love your brand. I really wish this was available in my size. Like I listened. And the more and more of those that I get, like I'm like, wow, there is a demand for this. Both inclusive fashion and sustainable fashion are super hot topics right now. The more you can learn and spread that message and the more powerful it's going to get and these corporations are going to have to listen. Where you spend your money is where you're voting for what kind of future you want. You know, by people supporting our allies of all size shirt people are choosing to help our brand expand and further spread our message and show other brands that there is a demand for that. You know?

Sophie: [00:45:55](#) Fashion like is an extremely interesting viewpoint into all of these like justice issues basically.

Dani: [00:46:01](#) Totally.

Sophie: [00:46:01](#) I've also heard from a couple of people like sort of this like an unwillingness for creators to both be inclusive and ethical or it's like those are both going to add to your, your bottom line of cost. And I hear sometimes things like, well, I'm already ethical. And so like it's too expensive to expand or like, well I'm inclusive and so it's not a, I'm not able to be like ethically sourced. What is your, but I feel like personally I feel like inclusivity is part of an ethical- of an ethical brand. What are the next steps for how like Dazey is planning on slowly moving towards like expanding

across the board, what will, what needs to happen to keep that going?

- Dani: [00:46:45](#) So I'm really excited with what we've been able to raise with the allies of all size to do our small batch pants and um, swim in up to 2X. So right now we have all of our basic tees available to 2X in all colors and that's awesome. And you know, it's taken us a while to get there and now that we have this and the shirts have done well, you know, they're going to small batch the black and white shirt up to 4X. So we may as well offer that on all of the other graphics in that style. It continues to do well. You know, like the demand grows and we start to offer it in different colors, then maybe we start to offer it in our specialty bodies. But yeah, it is very complicated and it does take time. But it is very important to us and we really are working on it.
- Sophie: [00:47:32](#) Would it be quicker if you were not using ethical sourcing?
- Dani: [00:47:37](#) It would be, yeah. I mean, Oh God, it would be a fraction of the cost to produce this stuff and like that's really like where it gets tricky. Yeah. The cost, you know, and we have like our ambassador program and they get like their discount code, you know? And we're stoked to do that. You know, more things cutting into like our already like pretty tight margins. So yeah, for sure. Like it would be a lot easier if we were getting things for like a fourth of the price. Yeah.
- Sophie: [00:48:04](#) So it's like down the line when you've expanded to 4X and more things, will you look ahead to 5X and 6X too?
- Dani: [00:48:10](#) Yeah, I mean I see no reason in stopping that growth. As long as the demand is there. And our community's supporting what we're doing. Of course.
- Sophie: [00:48:19](#) That's awesome. Yeah, it's hard because there's like, especially with 5 and 6X, once you get into superfat range, then it's even harder to be like, I promise I want to make this for you. You know? It's like the audience is even more distrustful.
- Dani: [00:48:34](#) Yeah.
- Sophie: [00:48:34](#) And like, but I really think the best thing you can do is just keep doing what you're doing, which is like continue to be vocal about it. Continue to talk to people, continue to be like, look, I'm listening. I'm partnering with this like podcast that like really cares about this. I'm like blah, blah. You know? It's like I don't, I

don't know what more you could really do. I think you're killing it.

- Dani: [00:48:54](#) Yeah. We're working really hard. We want to grow the brand exponentially and our size offering along with that.
- Sophie: [00:49:00](#) What are other things, like you mentioned messaging brands and telling them like, Hey, I want to see more plus sizes. What are other things we can do to encourage more brands to be inclusive and ethical?
- Dani: [00:49:11](#) You know, another great way to support these brands is by following their social media, reposting things like for example, I see so many people reposting like universal standard ads and like all the work that they're doing, they're getting so much visibility and it's not only beneficial for their brand, but just for this entire initiative. Like the more people are used to seeing different body types in the media and I think that's an awesome way, just keep sharing and educating people alongside what these brands are trying to do. It makes a huge impact.
- Sophie: [00:49:47](#) It can feel sometimes like, like hard to trust some of these moves from big brands if they're not- number one, if they don't moderate their comments on social media and they're not protecting the fat people that they are getting social capital off of from hate from people. Number two, it's like even, you know, like I posted about this on Instagram the other day, even stores that have extended sizes now who I buy from like madewell does not have my size in store. So I'm not included in that shopping process and that feels shitty.
- Dani: [00:50:19](#) And they're a big company like-
- Sophie: [00:50:21](#) They're a big company!
- Dani: [00:50:21](#) I don't give these big companies any passes on this stuff. Like they should be on top this.
- Sophie: [00:50:27](#) yes! And so it feels like, and so then we hear the same thing from them of like, we're trying to figure out how to integrate like you know, store space and like Square space and whatever, like square footage and it's hard and I'm like okay, but in the meantime-
- Dani: [00:50:39](#) Just throw a couple extra sizes on the rack!
- Sophie: [00:50:41](#) That's what it seems like to me, but in the mean-

Dani: [00:50:44](#) It's hard, there's probably so much that we don't know.

Sophie: [00:50:46](#) Probably! But in the meantime it's like okay cool, you want my money but you literally don't want my ass in your store. You know, is how it feels. And it's like that's where it's like, okay we need to have more of these conversations with brands who we can learn to trust and then hope that that trickles up to the like, other companies.

Dani: [00:51:06](#) I really think it has to be a trickle up to be done the right way. Cause brands like Dazey and other small brands are like a lot more accessible to speak with and actually like, you know, I worked directly with you and April to build this campaign and learn to like do it the right way.

Sophie: [00:51:23](#) Yeah.

Dani: [00:51:23](#) You know, and not have it come off like I'm trying to like be like, you know, taking people's money or like using like this body type for marketing purposes. Um, you know, it takes a lot of care and a lot of education to do it the right way and I think it is going to be something that is going to be more of a trickle up type of thing. I mean you already see it happening. You know.

Sophie: [00:51:44](#) Dani, thank you so much for your constant support of us. I have always been so proud of what you're doing and admired your willingness to learn and wanting to hear feedback and grow together. And I'm really proud that you're my friend and business buddy and I'm really glad you're on the pod now. Thank you so much.

Dani: [00:52:05](#) Honestly, same with you. You guys have taught me so much through this podcast about how to be a better human and a better brand. And I love cheering you guys on. Thank you so much.

Sophie: [00:52:14](#) Yay, thank you Dani!

Sophie: [00:52:21](#) Danny also recommends that People watch, um, the True Cost of Fashion, which is a documentary on Netflix and use the app called Good on You. You can download it on your phone if you have a smartphone in order to start learning more about ethical fashion. Um, there's links to those things in the show notes. So Dani is a great resource for those things. There's a lot of information about ethical fashion on her blog, on her Dazey blog. Um, and I'm starting to learn more about that stuff and it'd be cool if the rest of the fatmily did too. Um, let's move on

to talking to another small brand we've worked with, Ori. Ori has been one of our sponsors and we may have some more stuff with them down the line. Um, Katie, the founder of Ori, used her skills in data collection to get more information about her customers, about the plus size audience, and to build her brand from the bottom up. So let's get into that with Katie.

- Katie: [00:53:20](#) Hi, I'm Katie. So excited to be podcasting. I'm the founder of Ori. We design contemporary pieces in sizes 10 to 32.
- Sophie: [00:53:30](#) And you have been a sponsor of the pod earlier this season. You were a sponsor for our very first episode of this season.
- Katie: [00:53:37](#) We snagged the first episode.
- Sophie: [00:53:38](#) Heck yeah.
- Katie: [00:53:38](#) So excited.
- Sophie: [00:53:39](#) Um, and right now you guys have these really cute shirts that are like graded so that they fit plus size bodies, right?
- Katie: [00:53:47](#) Yes.
- Sophie: [00:53:48](#) And you have sweatshirts that have very cute embroideries.
- Katie: [00:53:51](#) Yeah.
- Sophie: [00:53:52](#) And then you just came out with a dress and you're going to be working on skirts next.
- Katie: [00:53:58](#) Yeah. We have two skirts coming up and one casual trouser which we're super excited about. We're actually fitting them tomorrow.
- Sophie: [00:54:04](#) That's very cool.
- Katie: [00:54:05](#) Which means that they'll be done in about, um, a million years. Um, I don't have a fashion background. Um, I've always been an entrepreneur, so that's the background. I've been selling rocks for people since I was five or six, it's a thing um, I'm a very annoying kid, um, but no, I, uh, I've always wanted to make something. Um, and this is, this is just such a passion project for me. Um, I've always, I've always felt like I should be smaller and it's exhausting. Um, and I've spent a lot of life force. Um trying to make myself smaller, whether that's physically or socially or just whatever. Um, and this just, I just wanted to create

something that, um, you could just live in every day and feel awesome and go make a dent in the universe.

- Sophie: [00:54:58](#) I love that. That's really nice. Yeah. And so you are straight size.
- Katie: [00:55:04](#) I am.
- Sophie: [00:55:05](#) so what do you, what have you like learned about allyship to like fat community and trying to build this product? Like for both your size and up? Cause it's like 10 through 32 which is like an amazing range.
- Katie: [00:55:17](#) Yeah, it's a big size range. Um, so I'm about a 10 to 12. Uh, and that's toward the top of the straight size range. So it's at the point where things start getting pretty boxy when it starts to fit you. Um, so I wanted to make something that was graded from an 18 up and down, uh, cause that just seemed like a more sensible way to do it, versus-
- Sophie: [00:55:38](#) So for listeners, what that means is the 18 would be the starting point instead of like a size zero being the starting point and then like the pattern would be shifted smaller and larger from a size 18. Right?
- Katie: [00:55:49](#) Exactly.
- Sophie: [00:55:49](#) Okay.
- Katie: [00:55:50](#) So the 18 is our base size. Um, and from the beginning, um, I wanted to create something that was based off of customer feedback and what people actually wanted to wear. I felt like that was what was missing in the market. Um, so we started from a really long survey. It's 22 questions, super long winded, um, and it ended up getting over 9,000 responses.
- Sophie: [00:56:13](#) Where did you put it?
- Katie: [00:56:14](#) Yeah, so I had a Squarespace page, um, that had a funny little picture of my first idea of the sweatshirts on it. Um, and that's where I was getting survey responses.
- Sophie: [00:56:23](#) But where did you put it? Like, how'd you get 9,000 people to see you?
- Katie: [00:56:27](#) Well, so I, my background is kind of in this data analytics media buying space for directions, for brands. Um, and so I put an ad on Facebook, um, that just snowballed. And even in the ad

itself, there, I think 700 comments just on the ad thread of people with different ideas about plus size fashion. And reading through those responses was the moment when I was like, well, this, this needs to be a thing. Um, so after, actually after we got all the survey responses, um, I sent an email as to all those people and I was like, if you're in LA, we'd love to see you. Um, come by my apartment, we'll do a fitting. And a bunch of people responded. Um, and we asked them to bring the garments that they wear every day, the ones that they reach for first. Um, we had a bunch of competitive garments from other brands and um, many women came by my apartment in Venice and we measured them and took pictures and took pictures of their favorite garments. Um, talked to them about what they like to wear, had them try out a bunch of different pieces from different brands and that became the basis of the line. And most brands stop, even if they do plus size around 20 or 22, they actually don't go up that high. And going up to a 32 is really important because I think when you're an inclusive brand, um, you can't just kind of stop in the middle.

- Sophie: [00:57:50](#) Yes, I love that. Um, and what about like, so how are you, how are you funding it and what are the challenges that you've come along as like a startup brand?
- Katie: [00:57:59](#) So, um, so, so far it's, it's been self funded off of my consulting work.
- Sophie: [00:58:05](#) That seems to be like, a common thread among everyone I've talked to, is that they're like self funded.
- Katie: [00:58:09](#) Um, but really the way that the company has been funded and the way that I've sort of ran it and made things has been from this like just intense drive to do it and just start and to make things. And you know, people operate pretty slowly, um, especially in this industry and just in general. And so I found that the fastest way to get something out there was to fund it. Um, to take a little bit of a risk and just kind of go for it. Um.
- Sophie: [00:58:35](#) That's awesome. And so who, who runs Ori? It's you.
- Katie: [00:58:41](#) Yeah. It's, it's me. It's a pretty small team. Um, no, it's me and it's a bunch of really amazing freelancers who have contributed in different ways. Being an entrepreneur with a company versus being a big company that's trying to expand your size range, when you're the ladder, all you see is kind of like a cost center. Um, and kind of like the complications of setting up a new category. So it's almost like if you're doing [inaudible] and you're going into swim, um, when you're an entrepreneur and

you have a small company, you can do whatever you want. And obviously I'm very cognizant of kind of like costs and how the company is operated, but at the same time, like I have the opportunity to build the company around this size range in a way where this is just the norm. These are the sizes that we serve.

Sophie: [00:59:27](#) So who do you use for, you were saying you use, if someone for a fit model, it's like more shaped like me.

Katie: [00:59:32](#) Totally. So, um, we have a couple of different fit models that we use consistently. So we have one, one woman who is more of an apple shape. We have one woman who's more of an hourglass shape. We have one woman who's a little bit taller and we have another woman who's more of a standard fit model industry standard.

Sophie: [00:59:47](#) Quote unquote.

Katie: [00:59:48](#) Yeah, right? Um, and so we fit the garments on a bunch of different people. Um, we got all that feedback but we also like even outside the way that we pattern the garments. Um, we're super responsive over, you know, our social media or over email. And I've gotten even, I think more feedback from customers through email, through customer service. Um, than even from putting it on a fit model, because you see a garment on one person who's quote unquote representative, but you don't really know how it moves or how it lives with people. And so for me, the most interesting source of data has been literally talking to the customer is usually over email. Um, and seeing what they thought of the product.

Sophie: [01:00:29](#) Yeah.

Katie: [01:00:29](#) My kind of mission as an entrepreneur is to kind of like question the way that the supply chain is set up right now in the way the manufacturing works. Because I think that what will make the company successful is being able to be responsive, um, and being able to make these changes.

Sophie: [01:00:46](#) Y'all can go see on my Instagram if you want to see more examples of like Ori clothes on me if you're shaped like me. Um, but yeah, thank you for being on the pod. And, um, what do you, do you want to direct people to, or what is it, wearori.com?

Katie: [01:01:02](#) Thank you so much for having me. Yeah, yeah, it's wearori.com. It is not "we are ori."

Sophie: [01:01:08](#) I thought it was that for so long.

Katie: [01:01:08](#) you know, it's an easy mistake to make. wearori.com.

Sophie: [01:01:12](#) Cool. Thank you Katie. I'll talk to you later.

Katie: [01:01:16](#) Thanks.

Sophie: [01:01:20](#) Okay. So those were our conversations with Corissa, Dani and Katie about um, small brands, ethical fashion and inclusive fashion. Um, this is obviously a topic that has like a lot of aspects to it that we as consumers just like don't know about it all. I've been really interested in all of the things we've learned so far. We had a couple of other conversations, um, on this topic. We had too many to fit in this one episode. So like we said at the top, um, next time a few episodes from now you're going to hear from Nicolette Mason, um, of prem. And you're going to hear from our friend Allie who is running this swimsuit line called Bissy swim. Um, and they're going to talk about some other aspects of having a small fashion brand trying to make it and navigate all these topics. So, so far today, I would say in part one of our fashion episode, our fatshion small business episode, we have learned about how hard it is to do this right. Um, I'd love to hear from the fatmily about other brands that you like that are doing this. It's really interesting to hear about it. I think from one person's perspective, um, these are all very small brands and it's a totally different process than a large company and I'm hoping that this episode helps us as consumers and as friends and as part of the community to like learn how to ask for what we want and support the brands that are doing what we want and learn how to ask questions that are more educated and, and move forward in that way. So we all get what we want. All right, so far this was part one of our fatshion series. You're welcome.

Sophie: [01:03:15](#) And that's our show. She's All Fat was created by me, Sophie Carter-Khan and the iconic April K Quioh, who is on a break this season. You know what she said to me the other day though, was:

April: [01:03:26](#) I wish Gabby could talk to me, but yeah. Okay.

Sophie: [01:03:30](#) We are an independent production. If you'd like to support the work we do, you can join our Patreon by visiting

patreon.com/shesallfatpod. When you pledge to be a supporter, you'll get all sorts of goodies and extra content. Be sure to check out the show notes for links to this stuff we mentioned today. And don't forget to send us your questions by email or voice recording to fyi@shesallfatpod.com. Please make sure to leave us a review on apple podcasts. It's super important and making sure people find the show. If you leave us a review on apple podcast we'll give you a shout out on the pod next week. Our theme music was composed and produced by Carolyn Pennypacker Riggs. Our website was designed by Jesse Fish and our logo is by Britt Scott. This episode was co-produced and edited by Maria Wurttele. Our junior producer is Lynn Barbera. Our lovely, amazing new interns are Freya Selander and Yeli Cruz. I am your host and Co-producer. Our Facebook, Instagram and Twitter handles are @shesallfatpod. You can find the show on apple podcast, stitcher, Spotify, Google play, and wherever else you get your podcasts. Bye.

April:

[01:04:57](#)

sorry Maria. There's some noise outside. There's always a noise. Okay, next. I don't, what could that be? Chopping wood? What is that? Anyway. Um, can you hear it? Text me and let me know if you can hear the sound. I feel like I'm losing my mind. What's going on? There's not wood to be chopped outside. No clue. Okay. It seems to be dying down.