

Who Are You Wearing – Coco Fennell

[Upbeat electronic music]

KIRI PRITCHARD-MCLEAN: Hello and welcome to the Who Are You Wearing podcast where I, Kiri Pritchard-McLean, sit down with some of the most stylish folk that I know and chat to them about clothes, fashion, and style. I'm so excited for you to meet this week's guest. It is fashion designer Coco Fennell. Now I didn't know Coco prior to this interview. I had of course crept all over her Instagram and perved at her exquisite house, but we'd never met or spoken. So I suppose this is as much a podcast where I audibly fall in love with a brilliant, open, and funny woman as it is a chat about clothes.

We recorded this episode in May of 2021 and I was in a tiny room that I regally refer to as a walk-in wardrobe, and Coco was in her stunning house – go on Instagram – in London. I'd like to warn you all in advance as I really lose it when Coco tells me who her godmother is and I embark on a several minute long monologue about her. So get ready to cringe or skip through, whichever one you deem most appropriate. But enough about me. Let's sit down and ask Coco Fennell, 'who are you wearing?'

COCO FENNEL: Do you remember Tammy Girl?

KIRI: I lived for Tammy Girl.

COCO: So – yeah, exactly. Where they – instead of clothing sizes, they like measured you by height.

KIRI: Yeah.

COCO: Um, and so you'd like get your clothes in centimetres. And everything was kind of quite inappropriate for children. So it was a lot of like tiny little pink shorts with like a big kind of, um, Blossom style belt with a big heart on it. And then like gingham crop top with a big heart on it. Like kind of co-ords. Like kind of inappropriate co-ords. And I remember that very strongly. Just going absolutely apeshit in Tammy Girl.

KIRI: I remember I loved it so much, I – I remember from – but a certain birthday, I can't remember, I must've been in primary school or just in secondary school, and I got a matching co-ord. Again, very strong those.

COCO: Hello.

KIRI: These, um, a pair of camo, uh, trousers, and then a matching fleece.

COCO: Oh my god, I stan.

KIRI: But not – in sort – it picked up the green of the camo real nice. And they had it in different colours. I toyed with getting the blue, but I was like, 'let's stick to khaki.'

COCO: Oh my god, amazing. What happened to Tammy Girl? Should we start a petition?

KIRI: Yeah, but I do think that like where then do young girls go? Because there is like a – a bit that's, um, you know, I think young girls before they become teenagers trying to dress like adults.

COCO: Yeah.

KIRI: There is an interim bit of fashion there that Tammy Girl was really good at hitting.

COCO: Maybe we should brainstorm. Maybe this could be our new venture.

KIRI: This is it. Finally.

COCO: Slightly slutty clothes for the underage girls. No, maybe not. Maybe not. Um, so yeah. I love that. I remember my best friend had two t-shirts. One said 'hustler' in rhinestone and another one that said '69' in rhinestones. And I remember just thinking, 'oh my god, I want those t-shirts so bad.' And I must've been about 12.

KIRI: We were a real era of sort of sexually explicit stuff like on – on t-shirts.

COCO: Yeah.

KIRI: I remember my friend bought a vest that said 'shaggable slut' and her mum burned it.

COCO: [laughs] Sorry, that is so funny.

KIRI: Um, what a time.

COCO: What a time to be alive.

KIRI: Was – is it – do you think it was because the Playboy sort of stuff was – was trickling down? I remember lots of people having like Playboy bunny pencil cases and stuff.

COCO: Oh, big time. I actually – I was speaking to my boyfriend about this the other day. So I've got a really bad tattoo on my lower back that I got when I was 13, which is so grim. And it's the same tattoo as Britney Spears has, because of course she was my queen. Still is. And it's of a kind of fairy in the recovery position. It's just so bad. But I remembered the other day that it was a toss-up between that and a like – and a Playboy bunny. Like a – like a actual like full – oh my god, I just think, 'imagine. Imagine if I had that then and now.'

KIRI: Oh, god.

COCO: Dreadful.

KIRI: I think you really – I never thought that hearing about a – a fairy in the recovery position would turn out to be the lesser of two evils in terms of tattoos.

[Both laugh]

COCO: Yeah, I know. Oh, bless her. Luckily I don't wear low jeans anymore, so you can't actually see her. Bless her.

KIRI: Yeah, and when they come back I'm sure we're all going to wear the diamante thongs, so it might even cover it anyway.

COCO: Oh, lovely.

KIRI: Um, did you have a strong sense of style as a kid, then?

COCO: I mean I think I did, but I – and I thought it was very cool. But now I look back on it, it definitely wasn't. Like it definitely kind of – I think it was that kind of Tammy Girl and then it was the kind

of big Blink-182 hoodie, Bolts jeans, um, very tragic kind of limp mousy brown hair bob. Um, and then it kind of transitioned into a kind of Avril. Sort of – sort of, you know, like tie with a – with a top and a mini-skirt. So I think – I just kind of – and then – and then like a Lily Allen style like prom dress with trainers, you know? So it was quite – it was quite strong, but it wasn't good strong. So I think, yeah, I've definitely always quite liked dressing in quite a like silly way, I think, for sure.

KIRI: So there's – it seems like there's always been a sense of fun and expression to how you dress, then. Even as a kid.

COCO: Yeah, definitely. I think I can't really remember a time. There might've been a little period when I was sort of 13 trying to sort of fit in more where I – where I just wore quite boring clothes. But it's been – it's been pretty stupid most of the time, to be honest.

KIRI: And so it sounds like you're influenced by – rightly so, kind of pop icons as you were – you were growing up. But was there any influence at home? Like who – who dressed you?

COCO: Um, so my mum was – is amazing and had such great style. So she literally was like – looked like Patsy from Ab Fab. So she had like blonde beehive, like big black glasses, like chunky kind of gold jewellery, and like kind of black jeans, high-waisted, with a gold belt. Just fab. And my dad's always been very kind of – he always wears some red velvet suits with leopard skin shoes and like a cravat, so it's like –

KIRI: Amazing.

COCO: So I think there's just like – I think if I dressed in a boring way it would be – it would be, um, frowned upon at home, maybe. It's the opposite effect.

[Both laugh]

KIRI: Were you ever put in anything that you absolutely hated wearing?

COCO: No, I think when I was like a kid I was very like specific and I would only wear kind of one thing. So Mum would wash it when I was asleep. There was like a little Minnie Mouse dress that I wore. She said she literally had to just wash it while I was asleep because I wouldn't wear anything else. And then me and my best friend were quite often in like matching little outfits. And actually like sometimes when I look at my designs now and I look at like – that I've designed, and I look at old photos of us when we were kids, I'm like, 'oh my god, I've obviously totally kind of taken that on board and recreated it in like an adult size.' Which is great.

KIRI: You're always trying to chase the high of the Minnie Mouse dress, basically.

COCO: I think so. And whenever – now if I look at kind of kids' brands, I'm like, 'I wish they made those in adult sizes.' Do you feel like that?

KIRI: Absolutely.

COCO: I'm like, 'ugh.'

KIRI: I'll see like a little girl like wander past in something and I'll – I'll be furious that that's not something I can go on Instagram and find, you know? That's not Googable.

COCO: Yeah. Exactly.

KIRI: You're like, 'oh, it's okay. Wolf and Badger have it.' So did you have a – a sort of favourite item of clothing that you never wanted to take off? Was it – was it this Minnie Mouse dress?

COCO: Yeah, it was. I think it was. I think it was just like a pink t-shirt dress with Minnie Mouse on the front. I think that was – that was the one I never wanted to take off. Um, but I've got a really bad memory. I honestly think I might have some kind of amnesia because when I try and think of my past, I'm like, there's just swathes of things I don't remember. So I need to probably look into that.

KIRI: Yeah, it's usually indicative of deep trauma, but we'll – it's not the podcast for that.

COCO: Is it?

KIRI: Yeah.

COCO: Let's get into it, come on.

[Both laugh]

KIRI: Um, yes. It's – sometimes it's the brain protecting itself, so it deliberately forgets things.

COCO: Oh, gosh. Oh no. We'll get to that later.

KIRI: It's protecting you from all the outfits. Like you're just remembering the high of the Minnie Mouse dress.

COCO: Yeah. Do you remember the high of the corset and tutu?

KIRI: Well so when you were a – I imagine that's a reference to your teenage years?

COCO: Oh yeah.

KIRI: Um, when you were a teenager, what are the – what are the big trends going on? Did you – did you buy into any of them?

COCO: Um, what were the – I think it would've been like the early noughties. So definitely quite kind of Britney, Paris Hilton, yeah. Those super super super low jeans. I loved Betsey Johnson. Like obsessively. Which was not for my shape at all. Those kind of like, um, strapless ballgowny type things. Um, and what else? A lot of fake tan. I wasn't at peace with my paleness.

KIRI: Yeah. Oh, no.

COCO: Very – I got naturally straight hair and I would straighten my hair to literally within an inch of its life. And then do that thing where they're like flicked at the ends. Like that kind of John Frieda trying to look like a kind of beach babe and just looking like an absolute pile of trash. Um, what were the other ones? I mean it was mostly that and then like the bodycon. The – the disasterly bodycon dress, which again was not for me.

KIRI: Yeah, I'm so glad I didn't submit to the bodycon. I think I was – I think I knew my limitations by that point and I was like –

COCO: What – what were you wearing?

KIRI: Well I think it was – how – how old are you? I think we're similar ages.

COCO: I'm 33 today.

KIRI: Yeah. Oh, happy birthday.

COCO: Thank you.

KIRI: I'm 34. So yeah, what was I – as a teenager I – I went through the skateboarding phase of very baggy jeans. And then I had a bit where I was sort of experimenting with – I liked retro-y stuff. So I used to buy these 70s shirts off Ebay.

COCO: Oh, yeah.

KIRI: And wear with like cord flares. And I thought that was my look. And I was always trying to sort of emulate men I think I thought were cool. So I would basically dress like a 70s man for a bit. Um, and then even when there was the skateboarding, it was – it was the masculine element that I really liked, which is so weird because I'm so ultra-femme and everything now.

But then I grew up a tomboy and I fluctuate between being at home dressed like a man, and then if I'm onstage it's – it's always very flouncy, silly stuff. I went through a stage – I went and bought myself a pair of like brown Dickies, like workman's trousers. And, um, I found it – because I've always had a big bum, I've – the size I had to go up to to fit my ass into it was so distressing for me that I bought them and spent loads of money

on them from like a skateboarding shop and then never – never wore them ever again.

COCO: Yeah, fair play.

KIRI: So I find Dickies incredibly triggering. You should know that.

COCO: Yeah. Oh my gosh, yeah. I used to have a serious, um, like skate shop thing. When I was about 13, I would just wear those like massive Bolts jeans. Do you remember those?

KIRI: Yeah, yeah.

COCO: They're like so wide leg and they're like – rainwater they would pick up to the knee. Were quite – quite a look.

KIRI: Yeah, they – I had that thing of the – I think the – the bottom sort of half of every pair of jeans I had was made from like kitchen roll. Like Bounty. It would just like soak up and you'd be so – they'd be so dirty as well. You – it was rainwater. It wasn't like nice water and just like sloshing about in those and big, bouncy skateboarding trainers. Absolute nightmare.

COCO: Yeah. Yeah, we used to wear like long socks to hide our cigarettes in with those jeans at school. And then like having to like lift up this disgusting, wet jean to get your fags out. It was horrible.

KIRI: Did you have a rebellious phase? Because it sounds like your family is fairly rebellious in what is deemed conventional. Um, and – and if you did have a rebellious phase, did it – did it show up – I'm – I'm thinking your rebellious phase would I guess be wearing like a plain polo shirt and a – and a pair of like straight leg jeans.

COCO: Um, rebellious with clothes probably not, but like rebellious in general, I would say yeah, I definitely – I was – I think I was a – not even a nightmare. Just like – yeah, just – yeah, just sort of going out at much too young instead of being a general nuisance I think. I remember my dad having to come get me from a club because I'd left him like a drunk voicemail telling him like – I think I'd said I was staying in and watching a film. And then I left him a voicemail saying I was at a club. And I was at this club and I was – actually this is so embarrassing. I was at this club and I was so drunk, and I was wearing like a thick jumper. And I took my jumper off and I just like wasn't wearing anything underneath it.

And so I was just like, 'oh, well I guess this is what's happening in this club.' And then my dad appeared. He'd obviously heard my voicemail. Appeared and had to sort of take me home and shouted at the doorman. Um, yeah. So that was quite embarrassing. Yeah, so clothes-wise, no. But just generally I think I was an absolute nightmare.

KIRI: I mean – I mean I feel like taking a woolly jumper off in a club's quite a rebellious act of fashion.

COCO: To just – to take – I was just in a sort of terrible Calvin Klein bra, I think, with the boy from school that I fancied. Ugh, awful. I can't even think about it.

[Upbeat electronic music]

KIRI: I think you have such a clear sense of style as – as you. And also as the clothes that you design that you make.

COCO: Thank you.

KIRI: When did that appear? When did you put – because as soon as you were saying the fake tan thing, I had a deep – it deeply resonated as in – I think she did a documentary, Nicola Roberts from Girls Aloud, talking about her –

COCO: Oh, yes.

KIRI: Journey to acceptance with her beautiful skin. So – so when did that stuff start happening? Where you started to be like, ‘okay, no, this is me.’

COCO: I think I – I was sort of blonde up until I was about 21. And then I dyed my hair black. And then I kind of liked being pale, I think. I sort of liked that combo. And so I stopped with that. Stopped with the over-plucking. Actually no, I really – I think I shaved off half my eyebrow so I could make them more angular.

And now I look at pictures. I’m like, ‘I look mad.’ Um, so I don’t know. I think – I think I was just sort of wearing quite a lot of like really tight like restrictive stuff. And then now I like wearing like my own dresses or suits or stuff that just feels more comfortable and yeah, I feel sort of less – less self-conscious in. Um, and my whole kind of ethos with my brand is like I want to make stuff that’s really flattering. And stuff that’s really flattering all the time, not just like when you’re feeling your best. Um, so yeah, that’s really important to me.

KIRI: Yeah, because – so before this, I was talking to my partner and I was telling him about you and showing him your clothes. And he – he said, um, uh, I mean he’s essentially a – a gay man who just happens to go out with a straight woman. Um, but he’s like –

COCO: That's what my mum says about my dad. Beautiful.

[Both laugh]

KIRI: Oh, I can't wait, then. I'm really looking forward to the red velvet suit and leopard print shoes stage.

COCO: Exactly, the Laurence Llewelyn-Bowen

KIRI: Yes.

COCO: Dreams.

KIRI: He said, 'oh, she – she's the' – he said, 'it's the first time I've seen clothes and I can see that it's designed by a woman.' Because I was like, 'look how flattering. I feel like you could go up to any size in – in these and you would still look great in them and it would still make every part of your body sing,' is – is what I feel about it.

COCO: Oh, that's so nice. Thank you. Well that's exactly what I kind of hope to have. Because I think I'm definitely quite self-critical and quite, um, can be quite sort of self-conscious and so it was just important for me and for like my customers. I want people to feel as good as possible, basically.

KIRI: That's so nice. And did that come from you feeling like – it's like if it's not there you build it yourself? Like you were feeling a bit like I guess – not let down, but like, 'oh, what I want to wear isn't there so I'm going to make it'?

COCO: Yeah, definitely. I think that at the time when I started, I started quite young so I was sort of 22. And I think I'd kind of like fluctuated quite a bit in those years of like leaving school and like going out all the time and all that sort of thing. And I just couldn't really find stuff that I found flattering. And that's the kind of – yeah, that's the main reason I set it up. And, you know, I'd go to like, you know, all those kind of like high street shops and just like despair in the changing rooms. Like, you know, that – that everything about it. Like the lighting, the kind of 360 mirrors, the whole thing. Like still to this day it's just – yeah, it's not for me at all, I don't think.

KIRI: Oh my god. I had – I had a bit in a routine about the, um, the absolute living – well, references to having a panic attack when you get stuck in a dress when the zip breaks.

COCO: Oh, yeah.

KIRI: And you're like, 'I'm going to have to get the fire brigades to come and remove me from this because it's on.' And there's like one – one tit under the thing and one tit over. And you know, like, 'this is it. I'm in this forever.' Um, and the other thing of the H&M mirror on the side so you see your profile.

COCO: Oh my god, yes. It's that. It's that kind of like backside angle where you're like, 'well I'm never leaving the house again. How has anyone even spoken to me at this rate?'

[Both laugh]

KIRI: Yeah. It's mad, isn't it?

COCO: And the down lighting. The down lighting of the kind of like every like bit of cellulite. You're like, 'I didn't even know this was here. Cellulite on my face? Could this be real?'

KIRI: But it's – it's so strange that they would do that. Because if I was to have a bricks and mortar shop, that dressing room would have the most flattering – you know there's – there's thin mirrors where they –

COCO: Yeah.

KIRI: There's one downstairs in my house where things just – the shape – it's shaped like a coffin. So I think it just makes you look slimmer. So everything like, you know, because of what – my internalised fatphobia, everything looks better in that mirror because I look smaller.

COCO: Yeah.

KIRI: But that is how like people, you know, people largely because of this society that we live in, want to look smaller. So I would have nice mirrors, I'd have great lighting, and I don't know why they don't invest in making the changing room where you look your best self.

COCO: You are preaching to the choir, baby. I am literally – that is all I – I just can't believe it. Like even in, um, what's that shop – Victoria – Victoria's Secrets, they have like a dimmer switch. And that place is a hellhole. But I mean a dimmer switch is a great idea.

KIRI: Yeah.

COCO: Because you dim it right down. Almost – almost pitch black. Perfect. That's what I want.

KIRI: One tea light is what I want from my light.

COCO: Yeah, a tea light. A tea light but like above and to the side. And a kind of fairground mirror that just distorts you. In at the waist. Giant head, in at the waist. Perfect.

KIRI: So you're like the – the look now of like sort of jumpsuits, boiler suits, and – and then suits, that's what I see you in a lot and your – and your clothes as well.

COCO: Yeah.

KIRI: So that – that must be quite – that feels like – because you're wearing your own stuff, fairly new, right? In terms of your style?

COCO: Yeah, definitely. I think, um, I just feel more like relaxed in that. I think before I would wear like a lot of like very tight backless stuff as I said. Um, which is great if you're like feeling great, but it's sort of not – it's not an everyday look, let's face it. And even though I was peddling it as that. Um, but I do think like definitely I'm quite – I'm more kind of shy than people would think, I think. And so I like wearing kind of quite silly stuff. And like big kind of costume jewellery and rings and earrings and stuff. And I think that's kind of – makes me feel less sort of vulnerable, I suppose.

KIRI: Oh, so it's a bit of an armour, really?

COCO: I think so, yeah. And I think it kind of – but then it's sort of a – it's quite annoying because I think it makes me appear quite

maybe sort of standoffish or like – I don't know, I think I give off quite a like bitchy vibe. Like my face just sits. What is it? Resting bitch face. I have a resting bitch face. But I'm actually hopefully not like that at all. So that's quite an odd – I'm quite at odds with the way I look, I think. I've got the wrong face.

KIRI: That's so – that's so interesting. Because all I've ever heard about you is how lovely you are.

COCO: Oh, that's so nice. Thank you.

KIRI: Um, yeah. Everyone was like, 'she's so so lovely.' But yeah, that – that –

COCO: Who?

[Both laugh]

COCO: I'm joking. I want a list. No, I'm joking.

KIRI: I think it's because on – being truly honest with you, I was like, 'hm, she looks like someone who wouldn't talk to me because she's so cool.'

COCO: Oh my god, what? This is mad.

KIRI: And they were like, 'oh, no she's lovely.' So –

COCO: Also I'm such a big fan of yours already and I listen to your podcast, um, All Killa No Filla because I am the biggest serial killer guy ever.

KIRI: Of course you are, you're a white lady. That's what we do.

COCO: So I was very excited.

KIRI: Oh, that's so nice. That's so nice to hear. Thank you. I'm very bashful and embarrassed now, but thank you.

COCO: Oh, no, dear.

KIRI: Um, so talking about your, um, your look in general, do you consider like makeup and hair part of it? Because your hair's this stunning blue at the moment.

COCO: Thank you.

KIRI: And I feel like that – do you have to work – do you ignore that like it's just any hair colour, or are you like, 'well, I've got to be aware that there's – there's a massive, gorgeous blue hair on my head'?

COCO: Got to be aware. 'What?' Um, yeah, definitely. Oh my god, that's like the main bit, I would say. Like I'm quite – my hair, I mean I love having it blue because it's so silly. Um, but makeup, like I always wear makeup. Like it's actually quite sad because I just – I don't really like going out not wearing makeup, which is sort of tragic at the age of 33. Um, but yeah. I definitely – hair and makeup's really important for me for the – as the first bit of it. Um –

KIRI: And your makeup now is – is very beautiful.

COCO: Thank you.

KIRI: But has it – has it changed? Has it evolved? Or are you like, ‘this is –’ like how long have you had this face for?

COCO: This face? Um, this has been my face for my whole life, but this guise, uh, definitely like the last like ten years, I think. Quite like pointy, quite like Disney villain eyebrows. I always do like a kind of, um, beauty spot and it always smudges. And someone always is like, ‘oh, you’ve got something on your face.’ And I’m like, ‘oh, thank you.’ And then they kind of wipe it off with their spit, disgustingly. And then I’ll go straight back to the bathroom and be like, ‘ugh.’ And I – I just think I’m – should probably just get it tattooed on or something at this stage. But it moves around quite a lot, so it’s kind of like a kind of – what did they have when they used to cover syphilis with like patches? But I don’t have syphilis, but it’s kind of like that. Just the ever-moving beauty spot.

KIRI: It’s nice to give the illusion though, isn’t it? A little – a little bit of mystery. Has she got syphilis, or?

COCO: Yes, exactly. Has she got syphilis? Has she got some sort of smudged sort of dirt on her face? Who knows?

KIRI: Um, I have – I got a big blonde bit in my hair. I’ve got roots at the moment. I go to the hairdresser’s on Monday, don’t panic. Um, and, um, the – one of the reasons I got it is because I had read somewhere about people who go through incredibly stressful, uh, things in their life and overnight they’ll lose pigment in a chunk of their hair. And I’ve wanted it to look like something horrific had happened.

COCO: Trauma hair.

KIRI: Yeah, trauma hair. I mean I'm so privileged, I have to sort of emulate trauma through my hairstyles.

COCO: Just look it up. Just google it. You'll see.

KIRI: Yeah, google my surname and 1993.

[Upbeat electronic music]

KIRI: So, um, over the years of getting to your feels like very finessed, very packaged style now, are there any trends that you've experimented along the way that are like – 'shan't be doing that again'?

COCO: I mean all of them. Like all of them pre- definitely all of the teen ones. Like I mean the amount of corsets. The amount of corsets. And I'm very flat-chested. I mean it was just not – it was not a good look. And yeah, a lot of tutus, a lot of like Kuki, a lot of – what was it called? Like Morgan Du Toi. What was it called?

KIRI: Yes. Yeah.

COCO: Do you know what I mean? Um, all of that kind of stuff. It was – it was an absolute shit show. Like I thank my stars that social media wasn't around when I was a teenager because even like the Facebook albums alone is like – it's a – it's a criminal. It's criminal. I need them – I actually looked up the other day how you can like have things wiped from the internet. Very difficult. It's very difficult.

KIRI: It is. It's quite – it's quite a lot of money. And it's usually used for people who've been like wrongly accused of a sex crime. And

the fact that you're being like, 'I don't want those pictures of me in a corset out there.'

[Both laugh]

COCO: But I – I mean honestly, I actually – they are so disgusting, it's – it's a hate crime, actually. It is a hate crime.

KIRI: Um, what about – is there anything that you've had for – an item of clothing you've had for a very long time that you would still wear? Or – and a sort of second part to this, what is the oldest item of clothing that you have?

COCO: Oh my gosh. I mean there's so much because I am a hoarder of clothes in a disgraceful way. Like there's stuff that I might've never worn or worn once and I will keep it forever. Like I just cannot get rid of stuff. Um, so the oldest thing I have – I mean I literally have things with kind of name tapes in from when I was at school that I'm like never going to throw away. Um, do you mean oldest like vintage oldest? Or oldest like – like an 18th century bonnet?

KIRI: Well I guess both. Like what's the item of clothing that you've had for the longest time that you still wear or are like, 'I'm going to wear that soon?' Obviously the weather's very changeable. And then what's the oldest in terms of vintage?

COCO: I have quite a good sort of jacket that's like a trench coat and it's covered in lips. And some of the lips have cigarettes coming out of it. And, um, I've had that a pretty long time and I still wear that from time to time.

KIRI: It sounds absolutely incredible.

COCO: It is very good.

KIRI: And what about eras in terms of fashion? Are there any periods of time where you're like, 'I would love to be around then just for the fashion'?

COCO: I mean yeah, definitely like 60s and 70s are my favourites. I definitely would love that. Both – like you say, like men's and women's fashion. Like it makes me really bummed out that men – I just think men have really shit style mostly these days. And like I feel like in that era people were so like experimental and just – even like – like you say, those kind of suits with the big collars and the kind of – even though they were made of quite like synthethicy fabrics, it was just like such a great look. And kind of stacked heels and stuff. Love that.

KIRI: Yeah. You'd see like dads, you know, like getting married and they're like 23. And they'd be wearing platforms and flares and a bright coloured polyester suit with big wings.

COCO: Yeah.

KIRI: And they'd have like a blow-out.

COCO: Oh yeah. Oh yeah.

KIRI: Like bring back that.

COCO: Bring back the blowout. Bring back the like absolutely vast, um, you know, side burns.

KIRI: Ugh, love it.

COCO: Bring them back.

KIRI: I think the 70s especially were very glamorous for men. Whereas now I think the – there tends to be, um, the men holding court in terms of fashion tend to be queer men.

COCO: Yeah.

KIRI: Um, and Harry Styles pretending to be queer.

[Both laugh]

KIRI: Yeah, and I wish that – I wish that, um, straight men I guess had as much fun as they could have.

COCO: Yeah.

KIRI: With – with fashion. because it can be really fun, and I feel like they're missing out a bit on it.

COCO: Yeah, definitely. There's kind of two extremes – there seems to be like one extreme and the other. There's no just like – yeah, just kind of looking nice. My mum always looks out the car window. She's like, 'what has happened to the world?' She's like, 'just brown, brown, brown.' And then there'll be like a poster for like PrettyLittleThing.com and she'll be like, 'ugh, hideous little things.com' I'm like, 'mum, Jesus christ.'

KIRI: I love her. She's coming on the podcast straight away.

COCO: She is great. She's brilliant.

KIRI: What, um, have you got an item of clothing that you put on and you just instantly feel great in it?

COCO: Um, yes. There used to be one that was like a bright, bright, bright red sort of backless again dress that – that colour on like pale skin was really good. I loved that. And now I've actually got this dress by – is it called – it's called like De La Vali, I think. And it's like a high-necked, um, silver sequin dress that's like to the floor with like puff sleeves. It's quite kind of, um, the vampire's wife sort of shape, do you know what I mean? Um, and that is amazing. And then of course sort of all my – all my own stuff I love wearing. And that's really great to just sort of put on whenever, really.

KIRI: What's your relationship with shopping like? Are you someone who like thrilled by it? Or, uh, do you hate it? Do – is it online for you? Is it in person?

COCO: It's out of control for sure. I just sort of sell dresses to buy more. Other – other dresses. Um, but I – I like – I really don't like shopping in shops. I don't really go to shops much. Um, so yeah. All online, always. Um, and I love like – like Ebay and Etsy and like finding vintage stuff. And then I can't resist your high streets like Zara. I just can't resist. Um, and then I love – yeah, I love like, um, Moschino and Vivetta and sort of 60s brands. Like kind of Biba. Have you ever seen the pictures of the Biba shop?

KIRI: Oh, from – from the era?

COCO: Yeah.

KIRI: Absolutely incredible.

COCO: Oh.

KIRI: I've, um, I've got – I don't want to brag, but I've got some activewear Biba leggings on right now.

COCO: Ooh. I didn't know they did leggings. Oh, they came back again?

KIRI: Well they do. They came back again, yeah. Um, and, um, I wouldn't say it's – I – they're – they're sold on Sports Direct, which is, um, I mean it tells you quite a lot about the direction they're going – they've gone in. But there's some nods to it in terms of the shapes of the sleeves. And there's some really nice fabrics in there. Um, but also it does – it doesn't feel like iconic Biba stuff.

COCO: Yeah, yeah. I basically just want to live in that shop.

KIRI: It's amazing, isn't it?

COCO: I want my shelves to be giant like – their kind of giant, um, sardine cans that are like rolled up. And then the shelves are within. I mean that's all I want. That's fine, right?

KIRI: No, I think that's really genuine.

COCO: Seems logical.

KIRI: No, it is a – I think that's a very logical stylish, um, storage solution.

COCO: Yeah, exactly.

KIRI: I think that should be made – I'll see you on 'DIY SOS', mate.

COCO: Don't get me started, I'm obsessed. That has been a lockdown treat for me. Nick. Little Nick. Big Nick, let's say.

KIRI: Nick.

COCO: Lovely old Nick.

KIRI: Nick. He's in trouble.

COCO: Oh no, is he? Oh, everyone's in trouble. What's he done?

KIRI: No, not in that way.

COCO: Oh.

KIRI: I think he just – he did an advert and the BBC were like, 'you can't – you can't do a Shreddies advert and be on the BBC.' Um –

COCO: Oh, okay. He's not just like done a terrible –

KIRI: No, but – and he got the vibe.

COCO: Exposed himself in public.

KIRI: We weren't surprised, were we?

COCO: The one that we're obsessed with is George Clarke. I've got John a, uh, signed photograph of him for Christmas.

KIRI: Is he the Geordie guy who does the houses?

COCO: Oh, yes please. That's him.

KIRI: Have you watched 'Interior Design Masters with Alan Carr'?

COCO: Yes.

KIRI: It's so good.

[Upbeat electronic music]

KIRI: You sound like me in that I have lots of stuff and I don't like to get rid of things.

COCO: Yeah, I'm the same.

KIRI: And I'm – but I'm also aware of like, 'oh, the planet's on fire.' I'm so aware of like.

COCO: Yeah.

KIRI: Sustainability and consumption and – and things. And things like that. Is that something that you – you think about as well? Or is it just me who's wrecked with guilt?

COCO: Oh my god, 100%. Like I mean pretty much everything I buy is kind of vintage, mostly. And whether that be like, yeah, stuff for the house or clothes, um, and like I do kind of despair a bit with all those kind of boohoo.coms like sort of type things.

And like with my stuff, I always make it in kind of short runs. Like small batches. Because I never want to have kind of leftovers or wastage. Um, so that's definitely something that I am like – find really important. And I have no interest in like wholesaling to like,

you know, there are so many people that can, you know, make, you know, whatever, like 10,000 units. But have really small profit margins. Like I would much rather make fewer and make them better and not have kind of millions of things in a landfill somewhere.

KIRI: Yeah, absolutely. Well what is the best thing, then, you've ever got from a charity shop or a thrift store? Like the second – best secondhand thing?

COCO: Ooh, um, I've got a kind of yellow sort of Saturday Night Fever style big collar – big collar like yellow jumpsuit that's like sort of split quite low. It's amazing.

KIRI: Wow.

COCO: Yellow doesn't really suit me, though, so again it just sits there like waiting. Calling at me.

KIRI: But surely with the blue hair it would look amazing.

COCO: Oh yeah. It might actually, now I've got blue hair. I think because I got it when I had black hair. It's a bit – it looks a bit like a kind of Kill Bill knockoff, but what's wrong with that?

KIRI: No complaints here.

COCO: No.

KIRI: I guess don't take your sword out with it and you'll be absolutely fine.

COCO: Oh, yeah yeah yeah. Of course. But I always take my sword out.

KIRI: Um, so thinking about the future now in – in terms of your – your journey with style and clothes and fashion, do you see your style evolving as you get older? Or will you always be in like bright suits and, you know, backless things?

COCO: I think that it – I mean I kind of want to be one of those like older ladies like Jane Fonda or – so my godmother is actually Dame Joan Collins. The woman herself. The – the angel.

KIRI: Oh my god.

COCO: Um, so for me I'm like, I mean she's in her 80s and she looks the best that anyone's ever looked in the whole world. So I kind of want to be yeah, just like rocking – rocking the sequins and the big jewellery until I – until I go.

KIRI: Yeah, of course.

COCO: Until I'm off.

KIRI: I'm just going to take a second to stan Joan Collins. Um, I –

COCO: I know.

KIRI: Years ago when I was probably – I don't know. In my – oldest in my early 20s, I went to see a one-woman show that she did where she was supported by – sit down, Four Poofs And A Piano, yes please. Um, is there – is there a more perfect marriage? Um –

COCO: Oh my god, I forgot about them. [singing] 'My legends.'

KIRI: And she came to Llandudno and – and she was absolutely brilliant. And there was something about her vibe onstage that I guess I'm always trying to channel, of being so – and she talked about sort of like Elvis flirting with her and things like – and it was so gorgeous. It was so well-done. And, um, of course she had sequins on. She looked amazing. And so I've always had a fondness for her and I obviously think she's absolutely iconic in what she's worn over the years. And then I was watching 'American Horror Story' and she pops up in that and is acting everyone off the screen and looking amazing. Like the hair, she's just nailed her style.

COCO: Yeah.

KIRI: So like the hair, the jewellery, everything is – is beautiful. So I just think Joan Collins is – is brilliant and you must know that.

COCO: Yeah.

KIRI: Oh god, what an inspiring person to grow up around.

COCO: Uh, I mean honestly like – also it's just – that is the thing. Like I wish I could be assed to be like on always, do you know what I mean? She just looks amazing always. Like even if she's just like at home, she's wearing like – I don't know, like a camel cashmere, you know, tracksuit with a kind of big fur hat. You're just like, 'fuck. Yes. Like this is – this is great.' Or like who – like Jane – yeah, Jane Fonda, like any of those kind of – that kind of era. Just so glam.

KIRI: It's great.

COCO: I should be bothered to be that glam.

KIRI: It is, it's the upkeep, isn't it, for me.

COCO: It is the upkeep. But I think when you're used to it, I guess you've got it down to like a fine art of just – like I think you can probably do it quicker than you'd think. Who knows.

KIRI: Yeah, that's true. Just everything's like lasered and tattooed on, so actually it's – it's just a case of running your fingers through your hair and then going out.

COCO: Well I always think like my – I was thinking earlier, like my – the person I'm most like identify with in a film, I watched it the other day, again I used to watch it all the time when I was a child, is, um, Goldie Hawn in 'Death Becomes Her'.

KIRI: Yes.

COCO: Because it's like complete shlub or like glamour puss desperately seeking youth. Like that is the two modes. I was like, 'yes, this is it. This is the – this is my guy.'

KIRI: And I actually think they're easy bedfellows.

COCO: Oh, yeah.

KIRI: Because to put that much work into it, you've got to – because like also my partner, I never wear makeup around the house. Never. And then I'll like wear makeup for work or if I'm lucky enough to be doing something on television, someone will have painted my face. And he's like, 'you look amazing.' And I'm like, 'that wouldn't happen if I made an effort all the time.'

COCO: Yes, so lucky you. Um, well it's true. Because I saw you perform in a show that John was doing in – I think in Hackney. And you were wearing like a really amazing sequin number. Was it like a bodysuit or like a jumpsuit? I don't know.

KIRI: Probably.

COCO: It was amazing.

KIRI: I always wear sequins onstage.

COCO: It looked gorge.

KIRI: So when people are like, 'I saw you in a sequin thing,' I'm like, 'yep.'

COCO: Again.

KIRI: Boring. Um, but yeah. It's just sort of my uniform, I guess. I – I just find it – it means I sort of almost don't have to think about what I'm wearing, um, when I'm like, 'oh' –

COCO: Where do you find it all? I need to know. I need your sequin, um, dealer.

KIRI: Well I love a little bit of Ebay. I started to get stuff custom made as well. Um, if I – if I want it and I can't find it, I'll – there's a great girl and I'll say – I'll like draw it or – and send it to her and she'll – she'll make it.'

COCO: Oh my god. Amazing.

KIRI: Um, yeah. I found her on – on the gram. And then there's a few other places like Donald Stanley is really great. They do some lovely sequins. But yeah, it's – I'm trying to – Isolated Heroes are great as well.

COCO: Oh, I love them.

KIRI: So just places – yeah, and they're such good girls. They made – for my third show, they made the thing that I did the tour in. Um, this – this, um, they hand-dyed this – because I couldn't find yellow sequins anywhere, um, and they hand-dyed this, um like –

COCO: Sorry, I just love the way you said that. And I was like, 'oh my god,' genuinely worried. I was like, 'oh my god, that is stressful.'

KIRI: So yeah, they got this – and I was into disc sequins at the time, so they got this disc sequin fabric and then hand-dyed it like a lemon yellow and made me a cape and stuff to go with it.

COCO: Oh my god, yes.

KIRI: Yeah, and I just went in and they're so great and they're all like, 'we're so hungover because Rita Ora was in Dundee last night.' And they're just like so good. They're such a good bunch.

COCO: Amazing.

KIRI: Um, and they're really – they think so much about their impact and, you know, they – they've got a great studio of women that they employ and, you know, there's kids in the studio. Just loads of things that I really believe in.

COCO: Yeah.

KIRI: Of like, I don't want to use the phrase 'girl boss' because it makes me feel absolutely sick inside, but in that ballpark.

COCO: But you've said it.

KIRI: Yeah, I've said it. It's – it's in the air.

COCO: Have – have you ever seen, um, there was like my favourite designer ever and I want to get a suit made like it. It's this guy called Nudie Cohn.

KIRI: Oh, I don't know.

COCO: And he did, um, all of like Elvis's suits and Dolly Parton and Graham Parsons. All those like iconic kind of embroidered suits with sequins. Um, and he is the best. And there's a girl in America. I almost don't want to say her name just to give it away, but she's called RoseCut Clothing and she makes like bespoke – you should look at – I'll send you a link. Bespoke –

KIRI: I think –

COCO: Do you follow her already?

KIRI: I think my – Rachel Fairburn, who I do the podcast with, has just had something of hers.

COCO: Oh.

KIRI: Yeah, I think she's just had a – like a western almost like top.

COCO: Yeah. Yeah.

KIRI: From –

COCO: Amazing, the dream.

KIRI: My – one of my tour outfits, um, that, um, Steph made, was I – I basically sent her a – I was obsessed with Dolly Parton at the time, so as a result I've got this sequined playsuit with massive fringing underneath it in red and black.

COCO: Oh my god. I'm going to need pictures of all your outfits.

KIRI: Um, and then what else? Yes, oh don't you – don't you worry. You're going to get sent them. Um, whether you wanted it or not, it was going to happen.

COCO: A look book.

KIRI: Um, yeah, and at the moment as well I – I've – when – when my partner and I get married, I think I'm going to get a – an Elvis suit made, basically. Because I –

COCO: I cannot believe you said that because that is what I want.

KIRI: Really?

COCO: The white – the white suit. So should we just go halves?

KIRI: Uh oh.

[Both laugh]

COCO: Imagine if we just like came to blows right now. Like, 'okay, this is over.'

KIRI: Are you – yeah, because it's, uh, a Suspicious Minds sort of like white one, right?

COCO: Like the one – like the – which one's the – like the one with like the big belt.

KIRI: Yeah, it's that one. He's got a really good blue one.

COCO: I'm a bit like, 'uh huh, yes.' Oh, no. I love it.

KIRI: But do you know what? I had a conspiracy theory themed dress – fancy dress party like ten years ago and I hired an Elvis suit. And I was like – as soon as I put it on, I was like, 'mama's home.' And I bought it from them.

COCO: The baby's back.

KIRI: Yeah, and it's awful – it's hanging up in the wardrobe now. And it's like polyester and it's – it's, you know, it's cheap. It's a Smiffys sort of costume. But every now and then I'll pop it on. And I – for a while I thought about –

COCO: I'm going to need a picture of that.

KIRI: Yeah. I'd thought about wearing it and never acknowledging it onstage. I just thought it'd be a really funny thing to come on –

COCO: Amazing.

KIRI: Basically as Elvis. And it's very flattering as well for like women. It's a – that shape.

COCO: Yeah.

KIRI: Especially if you've got – I've got big knockers and a big bum. It's actually – big belt, just brings you in. You know, like a deep v. It's perfect.

COCO: Oh my god, that's so funny. Actually this reminds me of, um, so when I was about 18, we – me and my family did like a road trip around America. And when we were in Vegas, um, they got their vows renewed at the like Elvis Chapel of Love, which was sublime. My mum's always saying like how fit the Elvis impersonator was. And we look back at photos, I'm like, 'Mum, he was not at all.' But anyway, so like after the ceremony it was so amazing. It was like – like, 'do you promise never to step on her blue suede shoes and be her hunka hunka burning love?' Like all this stuff.

Afterwards like they were, um, we were in the kind of foyer bit. And you can buy all this merch and so like we'd got all these like bumper stickers. And there was this t-shirt that I would wear like everyday for the next like five years that said like, 'just married,' like 'Graceland Wedding Chapel.' But I'd lost that t-shirt and that was – that was a real fav. I kind of like made it real slutty and short and then I could just like talk about Las Vegas when I was wearing it.

KIRI: 'Um, hello, I'm wearing an icebreaker.'

COCO: Yeah, exactly. 'No, it wasn't me who was married. I'm still on the market. But I'm not.'

[Upbeat electronic music]

KIRI: Are there any trends that you hope never come back?

COCO: I mean the straight – the hair straightening one. The like poker straight hair was pretty bad. Um, do you know the – for me, those kind of wet-look leggings.

KIRI: Oh, yeah.

COCO: Terrible look on me. Those kind of pleather leggings. Also, um, the tights with no bottom, I used to wear quite a lot. You know, the like, the – the kind of pedal pusher tights with a denim mini. That was quite bad. It was quite Paul's Boutique. I was 100% Paul's Boutique.

KIRI: That – yes, oh my god. Paul's Boutique. Is that the one with the – no, and there was the other one with the monkey on. Was that Paul Frank?

COCO: That was Paul Frank. All the Pauls.

KIRI: All the Pauls.

COCO: All the Pauls need to just get out.

KIRI: Big – big Paul era.

COCO: Bit Paul – it's a big era for Pauls. And all of those Pauls. Actually I bought a really quite expensive coat. I panicked. I was like had – was early for a doctor's appointment last week and I went to Selfridges. And I bought this like really expensive Pinko

jacket, which I mean honestly it looks like – it's like a kind of, um, army jacket that's then just had like some like big diamantes stuck on it. Like it's so Paul's Boutique. And as soon as I left the shop I was like, 'what have I done? I've just spent so much money on a – on a Paul classic.'

KIRI: Oh, it's so good. I – god, yeah. That era. That – the, you know, the footless tights and I – I just went at tights. I took – I cut the bottom off.

COCO: Oh, yeah. You don't want to – yeah, you don't want to spend the money on actually getting the legless ones.

KIRI: No, no. Absolutely not. And there's a – in fact my parents got married when I was quite old. They were in my 20s.

COCO: Aw.

KIRI: Even though they'd been together probably 50 odd years. Um, and there's a picture of me in a, um, Oasis dress, hello, and a pair of footless tights.

COCO: Hi, girls.

KIRI: On the wedding day. And it's, um, I remember someone saying to me on the day, 'are you sure about the tights?' Because it's a white – it's a white dress that I've got a black bra on. It's strapless and I've – I've kept the bra.

Um, uh, so you've got black straps, you've got a white dress with like blue – the – the dress is okay. It's like a puff ball thing with blue flowers on. And then black tights and some blue like vintage heels that I'd got from a charity shop. And, um, I remember my – I

think my mother was like, 'you sure about the – I don't think you need the tights.' And I was like, 'well the tights are what makes it cool, Mum, so obviously I'm keeping the tights.' Awful, truly awful.

[Both laugh]

COCO: I know. And I think for me it was like – because I really don't like showing my legs. So for me it was like, 'this means I can wear tights in the summertime.'

KIRI: Exactly.

COCO: 'This is a real game-changer for me.' Um –

KIRI: Yeah, I had the same. Because at 16 I started getting varicose veins because it's – it's hereditary. My parents both have them really badly. So it was a little bit of – I mean I look back at now what I was hiding and I was like, 'give me that tiny little vein that you could only see from one angle a little bit if you were very close,' compared to the absolute like lumps of stilton that I'm now walking around on. But it's like –

COCO: Is varicose veins like under the – it's not like – it's like under the skin?

KIRI: Yeah, so they like – it's where the valve breaks and they sort of push out.

COCO: Oh, yeah.

KIRI: Um, and I – they don't hurt at all. Because people are like, 'you can get them sorted out.' I'm like, 'they don't hurt so there's

no point, you know, getting on the NHS or whatever, or – or paying for it privately.’ It doesn’t actually bother me. And also I had that thing where I was like, you know when you’re like, ‘you know what? No one ever notices the flaws about you. It’s – it’s all in your head.’

COCO: Yeah.

KIRI: And I remember I was at the gym and my PT went, ‘ew, what are those things on your legs?’ And I was like, ‘okay, people can see them.’

COCO: Oh my god. Kill them. Have them killed.

KIRI: He’s too big. He’s too strong.

COCO: They can go – them and the two Pauls can just get in the bin.

KIRI: Final question. Um, very – a very sad day. You’re – you’re passed away. It’s your funeral. Um, I don’t know if you’re being buried or cremated or fired – fired out of a rocket, but what are – what are you wearing in the – in the coffin? What’s the outfit?

COCO: What am I wearing in the coffin? I mean just, uh, maybe just have like really nicely lined in kind of some sort of peach silk. Something really like glamour puss. And then maybe just like nude. And an open casket.

[Both laugh]

KIRI: Yes, I like it. I –

COCO: Um, yeah. Fuck it. Yeah, that's – that's exactly what I'm wearing.

KIRI: That's so good. I'd be so deeply afraid of doing that that everyone would be like, 'ugh, it's those veins. Is that what killed her?'

COCO: No, definitely not nude. That would be – I mean I've – I'm a complete never nude. Do you ever watch Arrested Development?

KIRI: Yes, and –

COCO: I'm a never nude to the max.

KIRI: Really?

COCO: Oh yes. So maybe after I die I'll just be like, 'fuck it. Go on.'

KIRI: And it'll be in perfect condition because you've kept it – you know, like you kept the wrapper on it this whole time.

COCO: Yeah, exactly.

KIRI: Like it's box fresh.

COCO: It's white. It's so pale. It's like they won't even know that I'm dead. They'll be like, 'are you sure she's dead? She's just as pale as she was before.' What would you wear? What's your outfit?

KIRI: I don't – do you know what? I'm still working on that one. It's quite –

COCO: Okay.

KIRI: It's quite a – something dramatic.

COCO: Yeah.

KIRI: I think something dramatic. Um, I'd like a veil with some kind of mechanism that pulls it away from my face.

COCO: Oh my god.

KIRI: So there's sort of an unveiling. And I want – I – because I basically do my makeup now like I've been done by a funeral director. So I don't think it's going to be a huge leap in terms of the way that I look. Um –

COCO: Oh my gosh, who was it? Oh, we found this amazing, um, listing. You know there's like those kind of listings of like Guardian ship houses?

KIRI: Yes.

COCO: And the listing was, um, for an old Wacky's Warehouse, which is like a soft play place. And we were just like looking at it like, 'how weird is this?' Like your sofa's just in this like soft play area. The whole thing's as it was but you've just like got a microwave in there. And one of the people who lived there was like, 'three creatives in their 20s.' And one of them's job was they were training to be a – a funeral, um, whatever you call it.

KIRI: Yeah. It's amazing.

COCO: Makeup artist. And I was just like, 'imagine living in the Wacky Warehouse with the funeral director makeup lady.' Like what a life.

KIRI: It's so – yeah, that's a chapter of someone's book, isn't it? Absolutely. For sure. And I – you never see them on 'Glow Up'. It's always influencers, isn't it? It's never the people who are doing a strong brow on, you know, a woman in her 80s. That's the episode I want to see.

COCO: Yeah, exactly. Ding dong.

KIRI: Or the challenge I want to see.

COCO: Oh my – we have to talk about – I can't – I can't start talking about that because I'll never stop.

[Upbeat electronic music]

KIRI: How lush was Coco? I treated myself to one of her dresses too, um, because you've sort of got to, haven't you? Um, so I'll let you know how I get on with that. It's pink, which feels bold for me. Which is such a weird thing. Because I normally dress like just a giant walking vegazzle and I'm like, 'ooh, I'm not sure about pink.' I'll keep you posted, guys.

Um, we've had some more lovely reviews. I'm going to read this one from Netty and it includes some compliments in my direction, so just know that I know it's cringe to read it out, but I am really enjoying it at the same time.

So Netty says, 'I'm already a fan of Kiri's and I love listening to people chat about their relationships with clothing and body

confidence, so I knew I'd enjoy this podcast. But it has surpassed expectations. I gave up on the high street fashion shops years ago. I've learnt to sew my own clothes after never finding anything to fit. I'm so much happier now as I'm making clothes for the body I actually have. I'm no longer thinking about why I don't fit into mass-produced generic shapes and sizes. Hearing about other people's little revelations and treasured items and those garments that make them feel wonderful has been great. I look forward to each episode.'

Netty, that is such a nice thing to say. I know exactly what you mean about being in a body that feels like it's – well, you know, they just can't make an item of clothing that fits everyone. Even delineating it into sizes. Like every size 14, there'll be so much variation within that. So telling ourselves that our bodies are wrong when we're working with such an invariable system is – well, it's just mad, isn't it? And – and that's the other thing, is you can know it's mad, like I do, but it still doesn't stop you feeling, you know, less than or sad when you can't fit into x, y, or z.

But I think it's good to remind ourselves as frequently as we can that there's more to life than what clothes we fit in. And also we are very lucky in that we're living in a time when it comes to fashion and clothes that the world is waking up to the fact that we – there's so much variation and we're all very different. And there's money to be made out of us. So as soon as they realise that they can monetise us, um, I think it means more choice.

Uh, I genuinely love all the messages you get. I would – if I could, I could just do a podcast of reading them out. But I think it would be too gross. It's really motivating, though. Um, hearing that you guys are enjoying it so much is – is so nice. Especially because, you know, Jo and I have worked really hard on these and we're really

proud of them. So it means an awful lot that you guys like it, and your lovely reviews mean that more people listen to the podcast, which is the dream. If you want to pop us an email, you can. We always love to hear from you. you can get us on whoyouwearingpod@gmail.com.

Now I get to bang the drum of an indie business that I like. And it has to be the babes that are name-checked in this episode, the ridiculously fun Isolated Heroes.

How do I describe Isolated Heroes' clothes? Um, so it's sort of 90s influenced, very fun clothes. Plenty of colour, fake furs, sequins. It is impossible not to feel joyous in them. Sam, who created the brand, is such a gem. She is so hardworking and creative, and she's really engaged and honest and open on the company's social media. So you really get to know them all. She's ably assisted by a great team of local Dundee-based seamstresses who often model the clothes on the Insta as well. So you can see how they look on real humans. Also they use like a variety of body shapes on their models for their shoots, which I just think is so important.

Now all the items are made to order in small batches, and as a standard they're stocked from a size 6 to a 20. But they're also very happy to do stuff in custom sizes. So if they don't have your size, get in contact with them. And I can vouch for them because I've worked with them. They've made some custom stuff for me. And they are ridiculously creative, fun, and helpful.

They're really good at making zero waste accessories with their off-cuts as well. And now they have a circular initiative. This is so interesting. Um, so I found this on their website. I didn't know this before. So if you buy something from them and, you know, you're

like, 'um, I'm not getting as much as wear as I wanted out of this,' or it needs repairing or you're just not feeling it anymore or your body size has changed, whatever. You can trade in older items to be repaired or upcycled, or you can trade them in for points to be used against future items. It's such a good idea. I just love them. Check them out on their insta. It's @isolatedheroes, or on their website, isolated-heroes.com.

[Upbeat electronic music]

We will be back next Monday. I'm chatting to the incredible activist, artist, and icon that is Travis Alabanza. They're such a laugh. I spent the whole day after we recorded this podcast just grinning, so I can't wait for you all to listen. See you next week.

Who Are You Wearing is produced by Jo Southerd, the artwork is by Mary Phillips, and the music is by Ani Glass. This has been a Little Wander production.