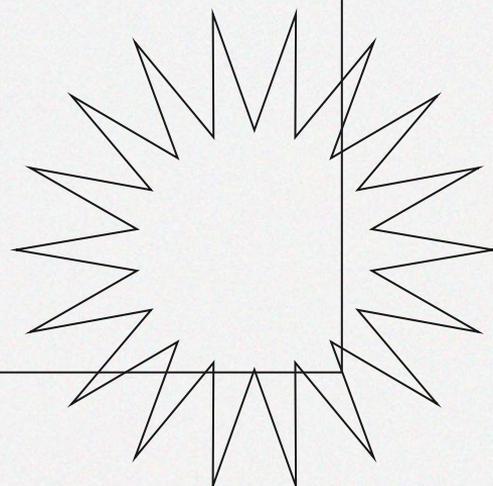


# Instagram's @shop

## Writing Clips

DAISE BEDOLLA



**@shop celebrates shopping on Instagram and highlights emerging businesses from around the world.**

Captions for @shop's Feed features are informed by an interview with a brand's founder or representative. They are published for an audience of 1.2M+ followers.

# @ hera studio

“Hera is the goddess of marriage, women, the sky and the stars of heaven,” says Isabel Perez about the name of her slow fashion brand, @\_hera\_studio. “But in Spanish, ‘era’ could mean both ‘right now’ or ‘in the past.’ It felt like an appropriate word to describe the moment I was living in and what the brand stands for – especially because I’m using vintage fabrics with more contemporary cuts.” 🇪🇨 Based in Quito, Ecuador, Isabel experiments with vintage textiles, biodegradable fibers (like linen, organic cotton and jute) and natural dyes (like turmeric, red cabbage and avocado seeds) to create colorful handmade dresses, jackets and pants. “I want my clothes to be a joy to look at – and to have,” she says. 🥑🌈 #LatinxHeritageMonth



# @theartofsubtle



Founder Nhu Dao didn't have to think too hard when she was brainstorming names for her home goods brand, @theartofsubtle, last summer. "I like everything a little bit subtle – but not too much," she says. Her trays, photo stands and best-selling coasters appropriately add a low-key pop of color to any space. The best part: Nhu's creations are available in endless combinations; beyond the brand's 72 hues, customers can request custom shades. 🌈 "I just want everyone to find something that they like," says Nhu. 🍷 Can't decide? Consider the brand's most popular coaster sets: The Summer Sprinkles (a mix of yellows, greens, purples and pinks) and The Autumn Sprinkles (a mix of reds, blues, browns and greens).

# @asianamericangirlclub



“When I was growing up, my mom put me in everything—Girl Scouts, musical theater, tap jazz, ballet—and I quit all of them and didn’t understand why,” says @asianamericangirlclub founder Ally Maki. “Now as an adult, I look back and I realize that it was because there wasn’t anyone that I felt I truly connected with on that deeper level of identity and shared sense of history, story and culture.” Through her apparel brand and social impact group, AAGC, Ally says she hopes to unite Asian American women across the country to “show that we’re undefinable, that no one can put us in a box.” ★ And to champion allyship and provide support across all communities, AAGC donates a portion of its proceeds to nonprofits like Apex for Youth, Black Girls Code and National Asian Pacific American Women’s Forum (NAPAWF). “You have to pave the way for the next generation and give back to create that full circle.”

👏👏👏 #ShopAPI

# @xo.marshmallow



Before there was XO Marshmallow, the Chicago-based cafe that serves confections like s'mores and lattes, there was @xo.marshmallow, the sweets brand Lindzi Shanks and Kathryn (Kat) Connor founded after meeting on Instagram. 💖 In 2014, Lindzi posted that she needed help with a clothing pop-up she was planning. "[Kat] was like, 'Hey, I'm a lawyer who doesn't really want to be a lawyer and would love to work for you,'" she remembers. "And oh, by the way, in my spare time, I like to make marshmallows." Kat made champagne marshmallows to sell with coffee mugs at the pop-up that were such a hit that the pair realized they had something special. 🍬 Since launching in 2015, they've made just about every flavor imaginable: salted caramel, cotton candy, funfetti and even (limited-edition) pickle, avocado toast and pizza—all of which are available to be shipped nationwide. 🍕 #WomensHistoryMonth

# @dieuxskin



“Dieux’ is the French word for ‘Gods,’” explains Charlotte Palermino, who founded price-transparent and clinically vetted skin-care brand @dieuxskin with Marta Freedman and Joyce de Lemos. “And we call our community the congregation—one where you’re allowed to ask questions and learn.” 🙏 Charlotte and Marta, who had known each other for seven years, met Joyce, a clinical cosmetic chemist, in 2018, when they were looking for a formulator for the then-nascent line, and the three quickly became friends. The trio are focused on making their line as high-quality and sustainable as possible. 🌍🙌 “So much in skin care is smoke and mirrors,” says Charlotte. “That \$1 serum I bought: Is it active? Are the raw materials maybe expired, and that’s why they gave me such a low cost? For us, it was very much about taking responsibility.”

# @shop\_baina



High school friends Anna Fahey and Bailey Meredith may not have planned to co-found towel brand @shop\_baina, but they always had a hunch they'd work together someday. "When we were 17, we wrote up a dream contract," says Anna. ✨ That original document centered on co-founding a fashion magazine, but 12 years later, after working in the fashion and interior design space, the pair saw a better opportunity. They decided to create a line of chic, aesthetically pleasing, super-functional towels. ("Another undercurrent to all of it is that we just genuinely enjoy bathing," says Anna. 😊🚿) Sustainability is a big part of the mission of the brand, whose name comes from a combo of the founders' surnames and "bain," the French word for bath. Baina makes their towels using organic cotton, their systems are Global Organic Textile Standard–certified, and they use Ecotex dyeing for all products. 🧑🏻‍🦱🧑🏻‍🦱🧑🏻‍🦱🧑🏻‍🦱 #WomensHistoryMonth

# @abacaxinyc

It was the dead of winter 2013 when @abacaxinyc founder Sheena Sood couldn't stop thinking of sunny days in Bahia, Brazil, where she had vacationed years before. The former textile designer used those memories to inspire her slow fashion line. "The word 'abacaxi' means pineapple in Portuguese, and throughout several different cultures, the fruit has symbolized good luck or hospitality," says Sheena, who is of Indian descent. 🍍 Sheena's pieces combine indigenous handcraft techniques and traditional silhouettes with current trends. "There's a lot of East meets West," she says. "[My mom] grew up wearing Western clothes, but she added little things that feel so Indian to me. Like, she would put a line of rhinestones down our dresses — and that's what sets my brand apart as well. It's a new perspective on how to dress." 🍹



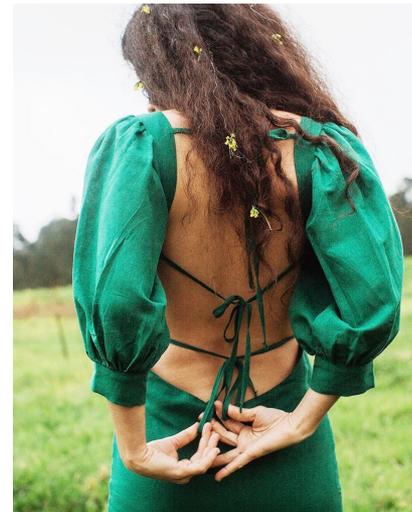
# @3womenco



In 2018, six months after opening @3womenco—a vintage store in Long Beach, California—with best friend Natalie Mumford, Crystal Lee Early transformed a rice bag from Dragon Foods, the Chinese frozen foods business her family ran in the '50s, into two jackets. “I sold one, and my aunt wanted the other one for sentimental reasons,” she says. 💕  
🛍️ Suddenly, what was once just a sustainable clothing store became a destination for one-of-a-kind pieces like pants, blouses and halter tops made with vintage textiles like rice and flour bags. 🌟 Now Crystal and Natalie are facing a new but exciting challenge: sourcing the materials for their original looks. “There are more than enough vintage textiles, but rice bags in particular are so rare,” says Natalie. As a result, in addition to their bespoke work, the duo is printing designs onto vintage deadstock fabric. 🧊 #WomensHistoryMonth #InternationalWomensDay #IWD

# @olette.co

@olette.co is like founder Carolyn Compres-Diaz's second child — and, in fact, the clothing brand's name is one she had saved in case she had another daughter. ("But Olette is my baby too," she says. 💕) It's also Carolyn's attempt at bridging her life in New York and her upbringing in the Dominican Republic. "Here in New York, I want to dress well, but I don't want to overdo it," she says. "Caribbean style is more airy and free; it gives you that feeling of the beach and warm weather." The combination shines through in oversize button-downs, breezy dresses and slouchy, high-waisted pants, all sustainably and ethically made with cotton, linen and accents like buttons made from coconuts! 🥥🌴



# @shopcoffeebae



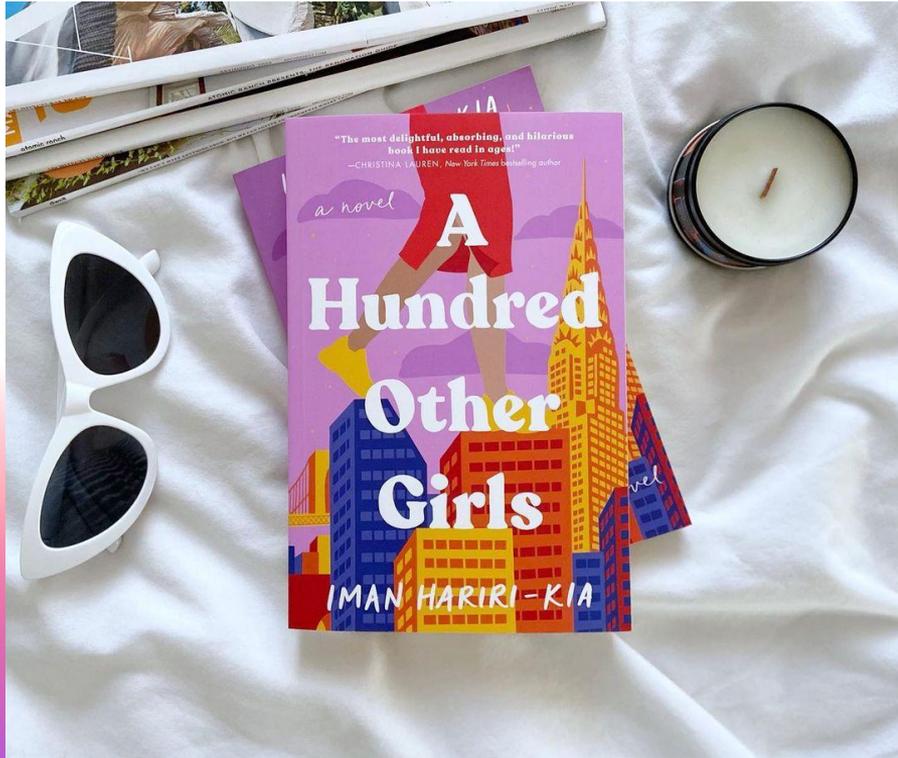
When Vivian Nguyen decided to share her coffee-making videos on her Finsta account, she never expected to go viral—and she \*definitely\* didn't think it would lead to her own coffee brand, @shopcoffeebae. It was early in the Covid pandemic, all the coffee shops had closed their doors, and “I just wanted to create coffee ASMR videos,” remembers Vivian. “But then that led to making my own recipes.” And whether she made a cereal-milk latte or a lemonade coffee, one question always popped up in her comments section: “What coffee beans are you using?” ☕ “I wanted [to create] a brand that is very women-oriented, supportive and caring about its community,” Vivian says. Enter Coffee Bae, which offers a seasonal rotation of coffee blends, all locally roasted in Cohasset, Massachusetts and sustainably sourced. 😎

# @cleanwithplus

“One in three bottles in a landfill is from personal-care products,” says Stephanie Suganami Shepherd, chief impact officer of @cleanwithplus. By comparison, PLUS’s sheets and sachets—which are made of wood pulp—fully lather and dissolve in water without a trace of microplastics. 🧼💧 In the future, Stephanie and PLUS co-founders Julie Schott, Brian Bordainick and Cathryn Woodruff are hoping to expand the brand’s dehydrating technology to provide more sustainable alternatives for body care. “The possibilities are endless,” Stephanie says. “[Shopping sustainably] might [seem like] a drop in the bucket, but that’s exactly what’s needed. Everybody making these small changes will contribute to the larger goals.” ♻️🌍 #EarthDay



# *A Hundred Other Girls by @imanharirikia*



We've all been there: You land a job that promises to be one thing and it turns out to be something totally different. For aspiring writer Noora, the Iranian-American protagonist of @imanharirikia's debut novel, "A Hundred Other Girls," landing the role as the assistant to the editor-in-chief of "Vinyl" magazine feels like a dream — until she realizes she's stepped into the middle of a heated turf war between print and digital. 📖 Iman, who's own résumé boasts jobs at titles like "Teen Vogue" and Man Repeller, says, "At every stage of my career, the first comment I always got was, 'Oh my God, your life is just like "The Devil Wears Prada,"'" she says. "But [that book and movie] predate the digital media boom, which really disrupted the industry." 🌀 As she was writing, Iman says she had a clear focus: "I thought, if I tell the story of what it's like to come in starry-eyed and then fall into different traps, I want to do it through the lens of marginalized people who are fighting to survive — who are trying to negotiate what it means for them to live their dreams."

# @picostore



Anne-Marie Pico's five @picostore locations in Copenhagen are accessories wonderlands, filled with earrings, rings, hair claws, barrettes and scrunchies as far as the eye can see. "I design what I'm missing myself," Anne-Marie says. It's why she originally started crafting her own jewelry on the side while studying for a nursing degree. In 2004, she opened her first brick-and-mortar location. 🎀⭐ Part of her secret? She listens to her customers. "One of the latest hair claws I did is huge; it's called the Giant. People with a lot of thick hair can't use a regular claw; they need an even bigger claw. So, I designed one. I don't want to hear anyone saying, 'Oh, I have so much hair. I can't use those hair claws.' Yes, you can!"

# @noonasicecream



"I say our ice creams are Asian American because what I'm doing is a little different," says @noonasicecream founder Hannah Bae. Sure, you can find Noonah's pints of "very beloved, classic Asian dessert flavors" like black sesame, matcha green tea and Thai iced tea, but you can also expect combinations like rose ginger and turmeric honeycomb. 😊

"Growing up here, being born and raised in New York City, I identify very strongly with my Korean identity, but there are parts of me that are so American," says Hannah. "If you go to Asia, maybe to India, you might see turmeric ice cream, but turmeric with the honeycomb... it's a different melding of flavors. Every Asian American experience is different. I want Noonah's to reflect the vibrancy and the diversity."

🍦 #ShopAPI

# @our.recess



"[Wellness and fitness] are not things that are given a premium in Manila," says @our.recess co-founder Paulina Ortega. "Leisure time is spent more on gathering [to eat]—making sure you get to walk a certain amount in a day is not so commonplace." The need to prioritize movement and wellness is why Paulina and her close friends Anne Curtis, Isabelle Daza and Roxanne Farillas started their activewear line. "We want to be a part of that culture shift of telling people, 'This is actually a huge part of what will make you feel good at the end of the day.'" 🏸 Whether your way of doing that is an intense HIIT class or a leisurely walk, the brand's leggings, tops and sweats are designed to be comfortable and supportive in equal measure. 🧑‍🦰 #WomensHistoryMonth #InternationalWomensDay #IWD