

\$30M FASHION BRAND

*We
develop a passion
for Teaching!*



Back to when it was just me
starting the brand i did my
website myself i did the brand
in myself and i was asked do
you

Need a couple days do you
need to hear back from
investers and i was just like
no it's just me it is scary and i
sit at

Night and i think what if this
doesn't work out what is
going to happen all i kept
thinking was i don't need
anyone

Else to help me i'm going to
speak directly to these people
i'm going to sell them this
brand the amount young

people are spending on these
websites by

A pretty little thing boohoo
could be better spent
elsewhere and when you're
putting yourself up to brands
that have

Been running for a long time
how am i competitive what is
different about my brand no
one's got me amy smell in
their

Brand you are your biggest
advantage now when is you if
you you was to ask me what i
enjoy most about my job it is
Being that face of brand to
the community hear the
stories learn the

Proven methods and
accelerate your growth and
future through
entrepreneurship welcome to
the founder

Podcast with nathan [music]
chann first of all amy thank
you so much

For taking the time to speak
with me today uh so let's talk
about the odd ms you started
that brand by selling \$10

Pound logos during the
pandemic so it's not that long
ago and it is a massive

Brand now see you guys
everywhere so take us back to
the early days what inspired
you to start a fashion brand

And what kept you motivated
to make it a full-time business
i think for me i was
Working at asos at the time
and for me i just graduated
university i had gone
Into like my first ever role um
And i'm i was on a i was on
women's wear premium
department so funnily enough
we was with working with a
lot of
Australian brands and that
mid luxury price point was
not a thing in the uk
All we had all we had at that
time was fast fashion so here
in the uk we are very
dominated by a pretty little

thing

Boohoo especially towards a
younger consumer um or we
have your high luxury

Price points that are
completely unattainable and i
guess i graduated from uni
kind of like i'm not i'm not a
Pretty little thing girl i don't
want to buy fast fashion but i
literally have no

Other option and how fast
fashion was in the uk all i
kept thinking was the
Amount young people are
spending on these websites
could be better spent
elsewhere it can't be collected
and put

Into luxury because it is
unattainable but we are
missing that mid luxury price
Point and i kind of started odd
news as a project on my
commute to asos so i had
Come up with this mid-luxury
brand the idea was investment
fashion my target market was
young women like me i was i
Believe i was like 22 at the
time and who wanted to
implement their spend into
One good piece i understood
that to get a a a a woman
that's very young 22 years
Old to spend over 100 on
something it does need to be
something

That she can wear over and
over again and obviously in
the pandemic i was

Never going to release a
brand to sell you an outfit for
the weekend it was going to
be the first thing that you can
Wear when you when you get
out and you're still going to
love it um so i kind of started

to really believe i was
On to something but again it
was just a hobby however it
really took being home
And being in lockdown and
just like not being that
satisfied in my job anymore
to to push me to do it um so i
basically

Started creating 10 pound
logos for local businesses at
the time in the uk the
pandemic was it was a really
funny

Time everyone was starting
baking businesses and
becoming like there was
Everyone was creating like a
new job for themselves and a
new business there was
Lots of small businesses
around me and for me i was
just like i'm going to i've
Taught myself adobe
illustrator i'm going to make
every small business a logo
for £10 and that literally
Skyrocketed i remember i

would log on at asos at like
9:00 a.m. But i'd done like 4
hours creating like go before
work and

Any evening i would work all
evening creating logos so it
was it is to date

The most random part of my
story but one thing asos
taught me is if i'm

Going to launch a business if
i'm going to launch an e-
commerce business i need
Capital it's not going to just
happen i need i need stock
available and i need

Capital for that and i need to
risk a good amount of capital
that i just wasn't getting from

you know my first
Ever job at university it's ne
it's never going to be your
first brad job is never going to
be a higher paid job um
So yeah i kind of got to a
point where i had the capital i
had the
Idea and i think when you're
young and you don't have
many
Responsibilities such as a
house to pay for children i
think that is the best time to
try
Something because in my
head i diminished all risk i
was just like i'll get another
job if if this doesn't work

Out i'm i'm happy to go back
to another job and just not
live with the fact that
You know what if um and i
think more younger people
should see less risk in
Just quitting their job and
trying something because
there's so many other
companies and there's so
many other jobs
That you you can get and um
so yeah it's just kind of the
stars were aligned and
I was like i had a a very sort
of just a moment where i was
i'm just
Going to try this i really
really believed in odd muse at

that point and i do think that's
one of the reasons why
We saw a lot of success quite
quickly because i sat with the
idea for maybe
Like two years so by the time
it went to market i would say
it was like a very
Polished well executed brand
and people were surprised
that you know a
22-year-old just quitting a
doll asus had you know come
out with this brand and we
had a mission we had good
brand
Branding we had a great
website we had good product
and i think people were just

captivated from the very
beginning

So you talked about capital
would you be able to share
how much did you save up to
launch and you you know
your ultimate

Muse blazer that was that was
what you launched with right
yeah so i actually and this this
is another interesting

Part of my story so i actually
launched od muse with a six
piece collection but

The blazer was what really
stuck and the blazer was
actually the only thing that
sold and that really taught me
Throughout the whole brand

that i only really need one
product to to really
Change the game for this
brand um and i've
experienced that so many
times in

My journey so we had you
know we started to slow at
one point in

2022 um it it just got to a
point where everyone had had
a blazer and and i

Released a i released this pear
dress and it was everything
she loved about the blazer it
was it was feminine it was
It had a good shape to it it
was so odd muse if odd muse
did a dress and i

Remember in that quarter
alone we gross like 1.5
million just off that dress and
We became a dress brand and
that was again one product
um so i

Actually launched odms with
six pieces the blazer sold very
very well and in

Total the capital invested was
£12,000 and that was mainly
just on

Stock i did my website myself
i did the branding myself i did
all the socials

Myself um i really saved in
every area possible to be able
to buy that stock

Um so yeah it was 122,000 i

put in and i kind of even to
this day like that is
Quite a lot of for a young
person to risk but i think
where i was working in
A buying team at asos i was
so exposed to numbers and i
was so exposed to the
Reality that if you do want to
build a big business it does
take that sacrifice
And that sacrifice is putting
capital to win there and
risking it and not really
knowing um what's going to
happen all
all i knew was that i very
much believed in this blazer i
remember the six piece

collection my minimum
quantity order with the
factories was 50 um pieces
each

style and with the blazer i
ordered 100 i i doubled that
order because i was
like there's something about
this blazer that i think people
are really really going to love
um and that's exactly what
happened we ended up selling
out going into a huge pre-
order and it just really really
paved the way for literally the
last four years yeah it's crazy
so um i want to talk about l
lux but before i do
talk me through like the

manufacturing and the
creation process so you said
you ordered uh you know
double the q for the
blazer but you had five other
pieces of a collection um
how did you go about
finding your supplier
choosing you know the
materials all these different
things

because this gets people
caught up quite a lot yeah
100% and honestly i would
have started my brand a lot
sooner if i had more visibility
on literally the
manufacturing and the
supplier side it is the hardest

it is the hardest it is the
hardest thing to find
the information about once
you get connected with
someone and start having
conversations like i always
say my
supplier at the very beginning
was almost my mentor i told
myself myself that i just
needed to ask the questions
and i just needed i just needed
to speak to someone and have
silly questions about fabrics
and components like
zippers and buttons and my
sketches were very sort of
like
amateur at the time um but i

learned very quickly that i
wanted to
manufacture in china because
of just where i was working i
was working on the
premium women's world
department it was with a lot
of mid luxury australian
brands that wanted to
associate myself
with and a lot of my job was
importing that stock into the
uk for asos so i had
full visibility on them all
being from china and exactly
where they are in china
because i think maid in china
is a complete minefield
china is the biggest country

for manufacturing and
there are all levels of
manufacturing happening in
china so brands like
create in china but also luxury
brands create in china so it's
very important that you know
where to go in china so i
had full visibility on that and i
really credit asos for just
really showing me the sort of
like back end of where all
these products are coming
from um so from that i just
started to google
manufacturers in china and
and i had honestly i had about
50 conversations
with 50 different suppliers a

lot of it was a simple just like
vibe check and
the other part of it was what
are your minimum cons
stealers if anyone come back
to me and said you know a lot
of
the time when it's like a fast
fashioned brand they'll come
a fast fashion manufacturer
they'll come back and say
their minimums are a th000
pieces or 2,000 pieces i knew
that anything over
50 i wouldn't be able to do um
so that was that was
narrowing a lot of it down
what are your minimum qu
ers what is your lead time

whether or not they're willing
to work with a small brand a
lot

of manufacturers a lot of
manufacturers do want to
work with reputable brands
that are going to send the
orders in so it's
also finding someone that's
going to want to work with
you at the in the beginning
and me and my manufacturer
pretty much landed on each
other we're the exact same
age we started our business at
the exact same time she
needed a client i needed a
manufacturer and we kind of
took a chance on one another

and and we have grown so
much
together we've just opened
like an we've just opened a
like exclusive odd news
factory that is only odd news
and i always say my
manufacturing story is
very unique um and even this
year we we
have tried to one thing one
thing that you they'll always
say is like an ecommerce
brand when you're importing
stock and when you're
especially in fashion there is
an element of supplier risk so
really you should have a few
suppliers under your belt

because if one supplier goes
down one day or for what
for whatever reason you have
other people that you can get
your stock from
and in the process of finding
another supplier this year it
has been one of
the most horrible experiences
of my life of the last four years
so i think
suppliers and having
conversations is the most
important step and making
making sure who else they're
manufacturing for and how
like how confidential they are
with your designs
and what's upcoming for your

business it's very important in fashion because if you do it right there's going to be a lot of people coming for your designs and wanting to copy them and wanting to know what your next step is um so i think it is it is the one thing that you should be the most meticulous about and going back to my first point that simple vibe check with a supplier is very important you need them to be your friend and you need to work well with them and you need to you know know that they're going to be loyal

to you um but unfortunately
there's no quick answer it is
figuring out where you want
to manufacture in the world
googling to the hundredth
page and having
conversation after
conversation and narrowing it
down as to who you want to
work with there's no good
supply fire
that's just going to land on
your lap and how did you
know the one that you chose
was the right one what was it
um
well immediately we start i
started sampling with a few
so the one that i went with

was first and foremost the
best quality in what i was
seeing and what i was sending
over it was also in
at the beginning the way in
which i would communicate
what i wanted was it
was very vague like now
we've very sort we've got our
tech packs we've got our
measurements we've got our
fabric
references but at the
beginning i was very i didn't
know what i wanted i wanted
to create a blazer i was trying
to source this like i kept
saying to her i need a high
quality fabric i didn't know

what i was asking for um and
she

really worked the best with
me and i think when you're
starting out you need you
need a supplier that doesn't
want

the order and doesn't want
that they they want to help
you so i think just the
patience she had with me the
quality

that was coming through and
a big thing was the minimum
quantity ers i needed someone
that was going to accept 50
and

50 is very low and i don't
think you can get that

anywhere now i think
everywhere
is 100 minimum quantity
order on clothing now so at
that time that was
quite rare and that was
something for me to consider
because yeah i didn't know
what was going to sell i
needed i needed
that the lowest contier i could
find yeah yeah look that's
really really
helpful for people cuz i know
people get so caught up and
they also get caught up with
this idea that perhaps you
need to
raise money from outside

outside you know not not you
know be able to pull your
own personal f i and i think
they

also get caught up on needing
the capital before they start so
that was

one thing i i was very much
like i need i need the money
to start i need all the
money there and then i'll start
um but then i can't remember
who said it to me

but then i basically just
started sampling before i even
had the money for the brand
so i was paying \$100 for a
sample i didn't have that
money for the end order but i

kind of knew that i would
you know keep working and
get there so it kind of like
married up like when i said i
had that c ready all of a
sudden

i also had all my samples
ready like at that point i'd
spent like just under ,000
creating samples and
finalizing

samples so i think if you if
you really want to take it
seriously and you really want
to do it but you don't have the
money just yet you only have
a small amount i would still
100% start sampling
100% and things like

sketching your ideas supplier
conversations and all stuff
like that that should be done
before you even have the
money anyway so whenever
anyone ask me like what's the
best bit of advice i always say
it's so

boring i always say like just
start because i spent so much
time just like i

haven't got the money so
there's no point in starting um
when in actual fact it wasn't
until i actually had that
realization that i can start
sampling and i can start
conversations and i don't have
the money but that doesn't

matter right now that you
know that really changed the
game for me and i was
learning a lot and i was you
know

spending little bits of money
it isn't until the last point that
you actually need that money
that the stock's finish

that you pay for it and so i
always say to people just start
yeah i think that's great advice

and and how long did it
take you from starting to have
conversations to go yep this is
what i'm

going to go after to actually
launch you buil your own
website i assume on shopify

right yeah um so i would
say i mean i was sketching on
muse for years before but i
would say i started i
started sampling in i would
say i started sampling in
april and i launched in
september but the idea the
sketches the name odd ms
the logo all stuff like that was
done years prior because it
was my passion
project on the way to work
um but yeah sampling
sampling took me a good like
six months and even now
from sort of concept to
creation with the collection it
is around it is around eight

months
um six to 8 months yeah okay
awesome that's a great
timeline for people to
get engaged so so you launch
you had one product that sold
out pretty
quickly and you had an
influencer for Lux who
organically promoted your
blazer
which was really it really
helped talk us through how
this collab came about and
what lessons you learned
from that
experience so the way in
which Luna discovered the
blazer was there was

quite a lot of noise early on
because pretty little thing had
ripped off the blazer and at
the time i'd only had i
only had like five 500
followers um and someone
messed me like you should
put this on
twitter um and i was i'll try
anything like i'm just like they
they they've
copied me i've got 500
followers like i'm this is i quit
my job um so i put it
on twitter and it started to get
really really viral like lots of
retweets people were replying
saying i bought
this blazer we got a few ss

from it um and then a couple
days later luna
lux had posted on her story
that she just purchased this
blazer it's coming tomorrow
she's going to wear it in
paris and immediately i think
we had about i think we had
about 80 units left
on site and they just sold out
within 5 minutes um and i
had loads of people
asking me when are you
restocking when are you
restocking and this was like a
real pivotal moment in odd
muse's
history and in its lifespan one
of the reasons why we're still

self-funded today um i
ordered 700 units from my
supplier i manually i didn't
even know what a mailing list
was at this point i manually
collected emails in an
instagram response box i
counted them i said 2468 all
the way down i left it 24
hours counted it all the way
down and i had around 800
people on there so i
ordered 700 blazers from my
supplier i did not have the
money in my bank pay
for it and i said to my
boyfriend i need to sell these
blazers now if i want to pay
for this stock and also i know

people's patience i know if i
don't sell it to them now i'm
never going to sell it to them
so i launched a pre-order for
all 700 lasers and that day we
gross

like £60,000 um which was
maybe like 3 weeks into to
odd muse or four weeks into
odd ms it was very very soon
i remember just sitting on my
stairs at home like with
my ipad just looking at my
mom and dad like i've just
made £60,000

and it was just wild and it
really just scoped the brand
like
we have continued to do pre-

orders to this day and it has it
has really fund
it has really funded like the
growth like this year we see
we we've scouted to 24
million pound in sales and
we've
never taken outside
investment because we just
have this relationship with
our
customer where she just
wants it um and we'll always
launch with imm media stock
so we'll never put something
on pre-order that we know
our customer
doesn't want and isn't sold out
it's always like she's missed

out and she has to pre-order
now um but yeah pre-order
is you know i credit it so
much i would not have been
able to scale without that
original pre-order i would
never have
got them blazes in and each
time we just scaled it yeah
look i think it's a
really it's it's it's a really great
insight seems so simple but
it's really
it's just a really powerful way
to also gauge market demand
right because that's
that is another reason why we
do it as well like i don't want
to order lots of stock and be

left with it
i'd rather just know okay
everyone wanted that time
will go a bit bigger on the
second order that is like one
of our
like pledges to just being a
more sustainable brand we're
not left with
waste um so yeah yeah and
look that that's basically you
know how
kickstarter or indiegogo
works right like people put up
a crazy product and
it's usually some sort of crazy
wacky invention and if people
want it they'll
pay for it and they'll wait

three four five even
sometimes even a couple
years one thing that one thing
that helped me i think that
really like launched our pre-
order was everyone was
in lockdown anyway so what
does it matter if the blazer
you're buying is going to
come in four weeks it kind of
just like lined up like that
everyone was at home
everyone was on their phones
they was i was on my
instagram stories every single
day like i cannot believe this i
was sharing my story i've quit
my
job my blaze has gone viral

everyone wanted to support it
it become what everyone was
watching in lockdown and a
lot of people told me why
would you start a business in
lockdown but for me
i was just like everyone's on
their phone and i'm going to
speak directly to them i don't
need anyone else to help me
i'm going to speak directly to
these people and i'm going to
you know sell them not this
blazer i'm going to sell
them this brand and why why
i'm doing this and also it goes
back to that piece
i was never trying to sell
something that you was just

going to wear for the
weekend it was always going
to be
something that was going to
be so loved in your wardrobe
and pulled out again and
again and that's still the
reason
why we sell that same blazer
to this day four years later
nothing on our site
dates it's not a seasonality
thing we are a slow fashion
brand and we are a
season's brand um so yeah
i've kind of lost my train of
thought a little bit but yeah
that was that was how we s of
originally first

spoke to our customers yeah
and i think it's really clever so
talk me through

the copycat piece right so
pretty pretty little things they
they copied you most

people that would really get
to them right cuz coping is is
a massive problem

um so like you know i started
an e-commerce brand on the
side with my girlfriend and it

uh you know we we
really popularized the uh con
cep of like a a a tim marked
water bottle like

you know if they said when
you should drink like we were
one of the first to come out

with it the brand was called healthish absolutely took off million dollar your business did really really well and uh now it's everywhere so many copycats on amazon i see it in our local stores i think with products it's so hard like especially i don't know what it's sort of like in australia but here like with products that everything gets copy for like tik tok shop and everything gets ripped off but i think with clothing you and if you are a mid- luxury brand the one thing fast fashion can never do is replicate

quality because they don't put
they don't put
spending to quality control
they don't put spending to
good quality fabrics
they don't put spending to
product development so yes
pretty little thing copied me
but my god it was an awful
version and whenever people
copy us it's always an awful
version because we do
stand on quality um so yeah
that's with fashion that is the
one thing we always
have they're never going to
touch our quality um and also
what i'm learning as
we you know i don't let it

bother me at all anymore it's
just an expect it's expected
now whenever we really
release

a collection fast fashioned
brands are going to release
their version of but it doesn't
bother me is the quality factor
but also my customer no
longer shops a pretty little
thing because that was our
mission all them years ago
and we have so many
customers that can vouch for
us

changing their spending
habits and changing their
shopping behaviors to a more
slower side of fashion and to

becoming someone that
re-wears their products and
when they're buying they're
thinking of how many times
they can wear
cost per wear um so i don't
see us competing with fast
fashion at all and
with changing the behaviors
of people that do shop fast
fashion we're part of that like
lifespan um so yeah i don't let
bother me too much we kind
of expect it and we
do a tik tok every now and
again when it happens and we
have fun with it to be totally
honest and i think that's what
you do obviously me 4 years

ago with 500 followers it was very frustrating but i still see it as an opportunity to let people know where the original blazer is from and so yeah i don't know it bother me too much yeah and because you had such fast incredible growth so you you effectively did you know close to \$100,000 in sales in your first month in business that's a pretty pretty incredible feat what were some of the biggest challenges in scaling so quickly and then obviously things really took off from there so i

think at the very beginning we've had so many that the last four years have been insane and they've had their own challenges but when i think back to when it was like just me starting the brand the main challenges was facilitating the growth so having the customer service behind it having the ability to get the orders out get the returns in and offer a good service i think that has really taken us a long time to perfect um and we've perfected it this year and we've seen how much more we can scale so i

think just the stress of that
and also i've always put my
face all over the brand i am
the face of the
brand so when the customer
service isn't there the first
person they're blaming and
and coming to is me or
coming for
should i say um so i think you
know putting myself at the
face of the brand at the time
where the brand wasn't
equipped to get orders out
quick enough and offer
emails with a good response
time now our email response
time is like 4 hours
worldwide before it would

take me like we sometimes
we would have
automatic responses basically
giving us like 5 days to get
back to your email
which is not acceptable um so
that was that was the
challenge the challenge of
being a 22y old girl that did
not know that this business
was going to go like that has
been quite a common theme
for the last four years um but
yeah i'd say the main
part when we was first scaling
was just being able to offer
you know having the sales of
a big business but not being
able to offer the service hey

guys i really hope you're
feeling inspired from today's
interview now the truth is all
successful e-commerce
founders started from zero
with a spark of an idea and a
whole lot of determination
but let's be real
building or growing an e-
commerce business is no
walk in the park and that's
where founder plus comes in
which
i'm really excited to share
with you it's a culmination of
a decade worth of work at
founder so if you're feeling
stuck in your e-commerce
business you're lacking

confidence to move forward
or you're worried about
making costly
mistakes or not knowing how
to grow your business
founder plus is here to
support you on your journey
you get access to a
customized learning pathway
with proven frameworks from
successful e-commerce
founders for fast results
incredible
programs a supportive
community weekly live
mentorship exclusive savings
on startup tools and 24/7 real
human
support trif founder plus

today for just \$1 for 7 days so
you can accelerate your
business goals visit
found.com start dollar trial or
click the link in the
description to claim your trial
all right now let's jump back
in the
shock yeah yeah and what
about your designs like you
you keep putting out
new timeless pieces can you
walk us through that creative
process and and
how you keep up with so you
cuz you have to keep well
you don't have to but but new
is good right and when you've
got a

growing hot sexy brand
there's a lot of talk around it
you want to keep kind of
building that momentum so
talk us
through that process i think
one of the one of the
moments really that changed
the game for ob muse was
when we introduce more
regular launches and that
doesn't necessarily
need to be like a big
collection every single month
some months it's just like one
style obviously fast fashion
new in
pages are like thousands of
options new new each week

we needed to find that
sweet spot mainly from a
point of having a bit more
conversation on social and so
we introduced sort of more
products but still in the grand
scheme of things it's
still like only 50 products a
year but it's kind of like
staggering them so the
creative process behind that
really just
goes back to our customer so
we don't necessarily
look at trend reports we're
very much with ob ms we're
very much inspired by ob
news and that has created a
really

strong brand identity so when
you look at all our products
lined up you can
tell it's odd ms and whenever
you see a dress out in public
like when we were shooting
in new york recently we were
shooting a new collection and
a girl

come up to me like oh my
god your dress is ob muse it
was not a release dress no one
had ever seen it before but the
product we design has such a
strong identity to od muse so
we keep it very
aligned with what we're doing
and what our customer loves
not necessarily who's

been seen wearing what what
what's gone down the runway
what's trending for spring
summer 25 um and i think

that's

that's made us sort of that
strong ground that we are
today yeah and one
thing that you keep going
back to is the customer and
you've built this amazing
brand incredible product and
you've grown so fast i i think
there's an unfair advantage
you used to work at
asos as a buyer that's one of
your unfair advantages but
you also have built this
incredible brand of trust and

loyalty and you know putting
as you referred to as her
putting her first
talk me through that like it's
your first business how did
you work that out
cu i think that's something
that sometimes people often
mistake and it's take it takes a
long time to understand
i think for me i went into obs
with no real knowledge in
marketing i didn't really have
that much knowledge in
buying it was my first job like
coming out of university i
was
there from just over a year um
and i i feel like i started the

brand

with my customers i feel like
we was all in lockdown and
they you know i'm so
grateful to them um and
everything we do is for her
and we always speak about
her

in the office um and yeah i
think that is just like me
injecting my personality
into the brand because i am
just so grateful for everyone
who has enjoyed
odd news at any level for the
last four years whether you've
not bought anything and you
have just enjoyed watching
our

content and you've engag
with our tik toks and i think
that really shows in
what we do i think people feel
that energy from us we're not
a salesy brand we just want to
have fun with whoever
loves the brand and i think
people really really engage
with that it's you know
nothing we do is saly we're
just i
always speak about how i
didn't get into this to have a
growing
business um and i think that
translates well to our
customer and i think that's
built a

really amazing community
and obviously i'm i'm all over
the content it's a very
foundered brand so people
have like a
story to support and i know
for a fact like i remember
brands i was aspiring to be
like i didn't know at the i
didn't
know anything about who
was running this brand and
now whenever i'm shopping i
always want to know who
owns this brand who am i
supporting um so i think it
was
i think you just become a bit
of a movement and this brand

is for our customers we we
now do bridal we do
graduation we you know we
want to be part of her every
day like whether
that's her special day whether
that's just her new job um so
yeah our customer
is really special to us and i
feel like you can feel that
from every angle of the
content we share yeah and i
think i
think i think that that's that's
some of the magic right that
that's why this brand is great
no one likes to be sold
no one likes to be sold and
that is that is the key

marketing thing that i would
say don't sell if you want to
sell don't sell because no one
wants to be told our
our our marketing strategy is
you know we do all these
things it is it has got
an intention to drive people to
the website of course but i do
not ever want
anything on social media that
says shop now or any any call
to action like that
i just want you to enjoy od
muse's social media like it's
my own social
media um and in turn that
drives a lot of traffic site in
turn that means our

paid social ads perform quite well it has a greater good we don't put pressure on sales and so yeah my you know my best advice to selling would be don't sell yeah i um when you said that what comes back to me was i once heard someone say people don't like to be sold to but they love to buy yes 100% yeah and i think you really you've really kind of nailed that um so talk to me about influencer marketing so beyond you know you guys don't you don't sell um but you have a lot of creators

that you work with how do
you approach influencer
partnerships what would you
suggest for smaller brands
considering
this our influencer paul is
very very unique the way in
which we've always worked
with influencers so when i
started the brand like i told
me this very very quickly so
lanaa so organically bought
that blazer and posted about it
and that is why we
saw such amazing sales from
it so from the getgo i told
myself i am going to
continue creating amazing
product that influencers want

to buy and if they
don't want to buy it they will
accept gifting and i just know
how much the word add
diminishes credibility i
always from maybe like an
integrity point of view it was
my

product it was my baby i
wanted to know people loved
it and they wasn't ever going
to be paid to say that so
originally really up until this
year all our influencer
partnerships have either
been gifted or they've bought
it themselves and people
would always ask me how do
you get such good influencers

and i would always say
product product is the most
important thing i don't want
i it they genuinely want to
and people would whenever
we'd send to people we would
never ever put pressure on
them

wearing it we always wanted
them to just wear it whenever
they wanted to not just
upload a photo of the bag or
upload a photo in the mirror
because we've tr pressured
them to do that so for the
first 3 years of obuse we was
working with influen on a
completely organic
basis now this year we have

introduced a commission
platform which i think all
brands should do i think it's
fair for the influencers but i
think it also protects the brand
so a lot of
influencer partnerships in the
uk when it is a branded ad
you may have to spend
quite a lot of money upfront
on that ad you don't know
what you're going to get out
of it and you also have the ad
that
the word ad that is going to
diminish where people want
to convert whereas
platforms that like to know it
we've got another platform

called shop my um they
will pay the influencer based
on what they sell so if an
influencer links our
product she's worn our dress
she links it and she sells 10
dresses she will get paid for
them 10

dresses and i think that has
been amazing that has in that
has introduced

so much extra incremental
revenue into obuse this year
so we generate a lot of
sales through like platforms
like like to know and shop m
um but what i love

about it most is i can advise
any brand on any level to get

on a platform like
that because you're you're
only spending if it's sold and
it you know it's it's the same
as meta ads and paid social
ads that has been a real
development in influencer
marketing that you know
we've welcomed
with open arms because i
think that that's coming as a
very fair bridge to
the gap between okay i can
pay this influencer but how
do i know what i'm
going to get because so many
layers of marketing are
immeasurable um and i'm a
data girl i

think people love like data if
you're growing a brand you
need data so commission
platforms for influencer
marketing is the goto and
always creating a good
product that they want to
wear of course yeah y and so
you're
still sending the product out
for free right um in some
cases yeah if not so
shop my a lot of the we've
really try we're really going
for the us at the moment so
shop my is a platform where a
lot of us influencers can come
on once they're approved they
can make their selects to of

on ob news and it will get sent to them so it is mainly on a gifted basis yeah yeah yep got you and one of the things for smaller brands or early stage brands wanting to get into influencer marketing i often hear and i'm sure you do well i tried it it didn't work or you know i've sent them something and they don't post and and i think there's a there's one thing that people don't talk about is the content forget the value exchange of just oh yeah like like make trying to make money or trying to you know sell more product but

the content is really a big big
part
of that exchange right it's hard
to create content yeah we um
we have like a
bit of like an influencer
pyramid of like why like three
pointers as to why
we would want to work with
an influencer one of them
100% is that she's a macro
influencer that everyone in
new office loves and we just
want her and we just really
want her in ob news the
second
part of it is there's a big pool
of micro influencers that sit
under 40,000

followers that create the best
content that we work with on
a regular basis

because of the content they
create and how good they
make the product look
sometimes it doesn't always
have to

be like this person has
300,000 followers we're just
going to send to them we
always base it on you know is
this person fit for the brand
and is their content good so
that is a huge

huge factor for us and i've
always done that from the
very beginning i've always
wanted to work with micro

influencers

because you are going to get a
lot more content out of them

and i think it's

just sort of like nice that that
piece of just like a growing

brand and a growing
influencer working together

that

there's something quite nice
around that so yeah we we we

often work with with
micro influencers probably

more so yeah and i think

another thing is as well is

people look at it like uh you
know you i don't especially in

the early days i

don't think you should ever

consider paying influences
i'm a big fan of gifting
product and making that part
of
your budget so don't spend
money on paid ads right don't
try and get that going
build an organic presence
build a small grassroots
community and gift product
and take that away from your
marketing budget so you're
effectively looking at the cost
yourday our biggest our the
thing that drives the most
sessions to site every single
day is od uses social media
organically still to this day
yeah

yeah there you go right so i think that is what you said it's the most important thing and it's it's the reason why when we do a pop-up shop we have cues outside and it's the reason why we have such strong love around the brand because we've never relied on an influencer we've never relied on paid ads it's always been like them two things if they bring revenue in it's a bonus and it's amazing and we have amazing people in the office that take care of that but the the the main strategy always is the

organic connection between
us and the customer yeah and
so just on that what
advice would you give to
earlier brands smaller brands
people
that are moving into this
space starting an ecom brand
that want to start driving
traffic to their store don't want
to
spend money on that's how do
you build a strong organic
presence cuz you you did that
pretty quickly off the gap
what
advice would you give what
experiences can you share i
always said from the very

beginning that i was going to
try

and be as appealing to a
customer to and to an
influencer as well

i always said that i wasn't
going to chase influencers i
was always going to create a
brand that influencers would
chase and i think that's what
had me so laser focused on
the brand i didn't i i
wasn't looking on instagram
for who who was going to
grow the brand and who was
going to wear a me is i was so
laser

focused on that instagram
feed and i still to this day

think instagram is
where you build the most
community i think tik tok can
be super loud and it's
got it's got such this virality
piece but it hasn't got that
loyalty piece that instagram
has um so i would say
instagram is like my you
know favorite place to
communicate to our
customers and tik tok is
where we have just like a
bit of fun and it builds the
community and a lot of
people then go on to follow
us on instagram
um but i think it seriously is
in having a good product and

having a good
story communicating that
story in you know the least
polished way possible so
a lot of what my founder
content at the moment is just
me sitting here it's just
the five minutes i have in the
day it's not too polished it is
just a real honest conversation
every single day
that i'm having with of our
customer and i would say also
one big thing is never
post to go viral never post
because it's a trend or because
you think this is
going to go viral always post
to talk to your customer

always post to talk to
talk to them people whether
there's 100 people there or a
million people there never
ever worry about the virality
of
that video because you're only
going to create
disappointment every time it
doesn't go viral so you might
as well
stick and build a community
and speak to the same people
every single time and hope to
bring in more of them people
every single time and i think
that's one thing you can see in
my own content on my
personal socials and also obus

content we're never really
looking for a new customer
and and h drop jumping on
trends anymore we're always
just speaking to our customer
directly and i

think going viral now has
become like a bit of an
addiction and it becomes a bit
lost um whereas we kind of
would prefer to perfect our
style and talk to our
current customer and our
current follower yeah and one
thing i've noticed
as well is you are very
intentional about that founder
le content and
building your own personal

brand like even on your
company pages it's like by
amy smile like so i'm curious
when did you make that
conscious decision that
i'm also going to show amy
and everything that's
happening behind this
brand and who was behind it
and really separating the two
but they are still
one in the same i think to be
totally honest when i was
when i was starting the brand
and i was thinking about the
brands that maybe my
customer would was shopping
at already and who i was kind
of going up against i asked

myself what
do they what do i have that
they don't and when you're
putting yourself
up to brands that have been
running for a long time you
know you're you're with that
question for a long time how
am i
competitive what is different
about my brand and i kind of
landed on me i'm
different my story no one's
got me amy smile in their
brand and then i looked
deeper and i was sort of like
well none of them even you
know have their founder face
fronting and so for me it was

kind of like a marketing
advantage i always say to
people you are your biggest
advantage no one is you no
one can even when i do my
tik toks now i
talk about my day because no
one's no one's to point blank
had the day i've
had so it was more so as a a
22-year-old
thinking i had a competitive
edge putting myself out there
um and also it
kind of all i had i'd spent all
my money on my stock all i
had was to very candidly tell
people my story in the
hope that they would find it

interesting and when i was
looking at those other brands
all i wanted was someone to
tell

me how they found their
supplier and how they
launched their brand and silly
little things

um so i kind of wanted to be
that person that i didn't have
when i was starting the
brand and and that's how i
kind of fell into founder
content and even as silly
as when we was doing our
first shoot i didn't have any
mod i didn't have any money
to pay the models so my
friend

took the pictures of me um so
it was all very sort of part of
it was intentional
but part of it was down to
budget and to this day i just
really
enjoy it like if you you was to
ask ask me what i enjoy most
about my job it is
you know being that face of
brand to the community yeah
and i'm curious as well
for people starting out just
coming back to the social
piece and content and all of
that stuff how much time
would you be
spending like on content
versus then you've got

customer support like you've
got in you're working on the
next drop or product like how
do you work out how to
allocate your time in the early
days

i think think at the beginning i
remember i used to do one
content day a month so i used
to do do one shoot a
month of the product but
pretty much every day i was
finding 5 to 10 minutes in my
everyday to just candidly tell
instagram stories and tik tok
what i was doing and what i
was working on and i think
that's the beauty of where we
are

now tik toks like that reach a
lot of people 10 years ago
there was no way you
could upload lo a video of
you just sitting there in your
working clothes
and just talking and it could
reach you know if it goes
viral it can have the
same reach as like a a you
know a huge ad and like a
huge celebrity endorsement
if a video like tik tok has
given you that ability to do
that and social media
too um so i think now is the
best time when would that
have ever been
a thing um so yeah i would

always find five to 10 minutes
of my day to really candidly
speak to people
um and yeah we'll do that one
content day a month for
actual product cuz i think you
do need to have you in order
to you know really make a
product desirable yeah you do
need to have that
refined content but to make a
brand desirable you do need
to have that candid content
founder
talking but you do need that
desirable product content so i
would always have
them too but yeah i would do
a day a month and just 5 to 10

minutes in my day for all the
cid stuff yep that's awesome
that's really helpful because i
think for early founders early
stage brands

it's quite overwhelming and
some for some people it's just
like oh i don't

want to create content can't be
bothered i don't naturally lean
into it perhaps you know it's
hard it's for somebody

it's not easy it's sometimes it
is literally just going on tik
tok and saying i don't know i i
don't know what i'm doing i
don't want to be in this
content i never set out to do
this i'm just here are my

intentions

i'm just trying to grow a brand
here i have so many moments
like that on tik tok where i'm

like guys i don't know

what i'm doing today i don't
know why i am the founder of
this big business i don't know
what i'm doing sometimes it's

that content that works the
most and so yeah don't be

afraid to ding you don't

want to try and things you're
scared of because people find
that even more relatable yeah

you you strike me someone
that is quite fearless amy have
you always been that way i
wouldn't say i'm

fearless but i can i would say
i'm quite impulsive and i'm
i'm just a dreamer
like i really just thought od
muse would work and i really
had it in my head and it
would just keep me up at
night like
how good this idea was um so
yeah i wouldn't say fearless
because i def
there's this defin there's
definitely this side that i'm
showing a little bit more this
year where i panic and i'm
scared but i think the
difference in that is i don't let
the fear stop me i'm
scared but i do it anyway

what what are you scared of
like what are you sharing that
you're scared of or all that
you're
afraid of i mean loads of
different things so as of
recent you know when you're
self-funded and new york
popup a crazy investment
when i was
going through it with
production i was asked do
you do you need a couple
days like do you need to hear
back from
investors and i was just like
no it's just me like this is it's
just me that
approved um so i think

whenever you're taking big
steps to grow your brand a lot
of stuff like that you know it
is

scary and i sit at night and i
think what if this doesn't
work out it's not you know it's
all self-funded it's

literally my own money what
does this what is going to
happen um but we do it
anyway and we've done it
anyway the 700 blazers i
ordered that i didn't know that
was going to sell but i
definitely

couldn't pay my suppliers for
i had a couple sleepless nights
where i thought what if no

one buys
these and what if i had to pay
all that money i have so many
moments like that but we do
it anyway

yeah i love that um you talked
about international expansion
like would you be open to
sharing like what would it
what does it cost to like set up
a new york popup like you
said it was a lot of money like
what's a lot of money i mean
our new york popup was
around a 300,000 pound
investment yeah wow just for
the popup
\$300,000 well we're there for
three months and with the

new york popup i
really wanted to showcase
who the brand is now because
we opened a
tiny store in london last year
we've signed a 5year lease it's
tiny in an ideal world it would
be a lot
bigger we've grown so much
since then so when we went
to new york i was kind of like
we need to go big we need to
show
ourselves that we are this
luxury brand that a mid-
luxury brand that that can
compete with key players um
so we went quite hard with
the new york popup but

also one thing i would say is
we needed help from a
production company we none
of us was based in new york
we had to
lean into a lot more labor than
we would have in london and
but i mean it's been
open for 12 day 13 days and
we hit \$200,000 in sales
today yeah wow already
yes um opening weekend was
just shy of \$100,000 um but
even that just we we
never expect you know we
wanted it to be this big
marketing piece because i
mean
if you look at the content

from that week of opening i
was doing tours every single
day we've done this today
progress over here globe the
intention was to have this big
moment in new york
and break new york but take
all our followers with us
we've nearly got a million
followers on instagram and it
has grown the brand overall
and i saw that even when we
opened our london store
whatever we're doing in real
life
it has a domino effect on the
website so i knew new york
would globally grow the
brand and our orders have

upped every single day the
amount of people coming on
site every single day because
what we
did in new york was amazing
and our customer wants to see
that and it continues that
conversation on social
media um but the fact it's
been so you know going so
well in store is just
amazing and you know is a
testament to you know how
much people love odm we
had
cues around the block for ob
mes in new york which was
just wild to me yeah
that's amazing and um we

have to work towards
wrapping up but i'm curious
why did you decide to set up
retail stores
and not just stick to direct a
consumer your self-funded
you know you've got a great
brand great community for
our community she our c i
keep calling her she but she
has grown our brand so much
why would we not put spend
into her being able to
experience the brand in real
life when we every time
we've done a popup or open a
store we have cues of people
who are
so excited and that's really

why we do it and that's really
why we push it to the
next level each time because
of a customer love it and last
question we
have to work towards
wrapping up uh we and it's
late for you so thank you so
what's next for odd muse any
upcoming products
partnerships exciting projects
that you want to share i think
next year for odd muse we are
really trying to become more
of a lifestyle
brand so we're very confident
that she gets every dress for
any occasion from
od muse but we want her in

od muse every single day we
want her to smell od muse
we want her to wear od muse
to work we want her to to
wear odd muse to bed we've
done pajamas this year we
really
want to just be in every area
of our customers life so that's
a big thing for us next year
like product and our
categories are a big thing next
year and also just building on
that international
expansion piece we get orders
from all over the world we
have uh we h we have
amazing sales in australia and
we have

amazing sales in the us so
keeping that new york store
hopefully and you know
seeing where else in the world

we can
pop up yeah love it well look
amy thank you so much for
taking the time uh this
has been incredible interview
you've shared so much been
so open so candid and it's
going to help a lot of founders
in our community so thank
you thank you thank you so
much for taking the time hey
guys if you love this episode
you've

got to check out my interview
with davey foggy on how he

finds trends in under
capitalized markets and turns
them into
multi-million dollar
businesses i'm generally
looking for trends globally we
find trends that haven't been
kind of
capitalized in certain markets
or in certain marketing
channels and then we also
obviously add our flare to it
you
need to differentiate your
product.

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