



# YOU DO YOU, BOO

> *From Marnie Hillier of Eskimo Nell*

– meet –

# MARNIE HILLIER



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*Marnie Hillier is the founder of Eskimo Nell. Eskimo Nell is an apparel range of T-shirts, hoodies, jumpers, kidswear and accessories emblazoned with slogans honouring girlpower. Slogans include 'More Than A Mama', 'Know Your Power' and 'I've Got This'.*

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Eskimo Nell bears the tagline 'Statement Tees For Badass Babes and Kickass Kids'. The company's seed was sown when Marnie drew a sketch of a finger flipping the bird with a crown (signifying a Queen) and had the design made into t-shirts for her mama-gang. Here's Marnie's word to the wise on running an authentic business.

*There is no right or wrong way to do anything at Eskimo Nell. We've got one slogan 'you do you' and it's all about that. There's no judgment. We're all on our own journey.*

## ONE IT DOESN'T HAVE TO BE A PERFECT FIRST GO

Start and you'll learn along the way. If you don't do something because you're waiting for it to be perfect, that day will never come.

## TWO ASK, ASK, ASK

However outlandish it may seem. The worst someone can say is no. A lot of the time you'll be surprised at what people will do for you if you connect.

## THREE HAVE NO ILLUSIONS

Apparel is not a glamorous business. Sorry about that! It's a bit like women's magazines; once you're in it the facade comes crashing down.

## FOUR BE AUTHENTIC

See your customers as more than just a sale. That person may have saved up and it's the first thing they bought for themselves for a very long time.

## FIVE KNOW YOUR CUSTOMERS

We muddled around at first trying to connect with influencers that had a grid of neutrals and inspirational quotes. It was a total waste of time as they didn't connect with the message of Eskimo Nell or our customers. As soon as we realised that our peeps were a bit edgy, not afraid to flip the bird, be themselves and say something controversial – the brand really started getting in front of the right people.

### CHECK IT OUT

 [www.eskimo-nell.com](http://www.eskimo-nell.com)

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