

THE **small** BUSINESS BIG **MARKETING**

show

INSANELY EFFECTIVE
MARKETING

Episode #453

How to get the
Kardashians to
endorse your product
with Sant and Abel's
Sophie Lovejoy



www.SmallBusinessBigMarketing.com

Sophie Lovejoy Interview Transcription

Tim

Sophie Lovejoy welcome to the small business big marketing show.

Sophie

Thank you. Timbo It's a pleasure to be here.

Tim

Now I hear as a young girl you used to teach your friends rude songs in the playground. What was your favorite little ditty?

Sophie

Oh my goodness. This is amazing. Very timely in fact because my very first day in year two I got on top of the school fort. With a good friend of mine and we had the entire prep school watching us and we decided to do a very rude rendition of We Will Rock You taught by our older brothers. So Bohemian Rhapsody came out in November last year we were instant fans. Having done our own performance. When I was seven years old.

Tim

Dare I ask and I can put any writing on this show I like. So we're free here Soph. Dare I ask for a couple of lines from your version of We Will Rock You?

Sophie

We started off going boom boom boom boom. Then went Buddy you're a man you're a big fat man went through it and then said Sing it. We both started singing we will we will rock you fuck you.

Tim

I knew that would happen. I'm sorry iTunes.

Sophie

This is a bunch of five to eight year old girls in a playground.

Tim

Love it.

Sophie

Watching us do this rendition. Suffice to say we had to sit on red chairs for the first semester and everyone else sat on yellow chairs and neither of us got the killer python

Tim

Killer python as a reward. Probably not allowed in this political correct era. The killer python. It have to be vegan vegetarian gluten free. And sugarless.

Sophie

Exactly.

Tim

Hey now let's talk about much less serious stuff Ms. Lovejoy. You were a TV producer before you got into this whole pyjama business.

Sophie

Absolutely I was. I did a stint working for 20/20 which is part of the American broadcast over in New York. And it was the most fantastic job working with the likes of Barbara Walters and Diane Sawyer. It kept me on my toes and it was very very exciting. But when the global financial crisis happened. Disney who owns ABC they got rid of all foreigners unless they were at an executive level. So I had to come back to Australia and I've worked in television back there had a number of production jobs and was working for Channel Nine. But I started to get itchy feet.

Tim

And then comes the small business idea. Before we talk about that on my next interview is with a fellow who just last week organised Elton John's Oscar after party and we're gonna be talking about managing difficult clients. I imagine someone like Barbara Walters and you've worked with the Kardashians now or at least this showrunner and producer. What's your view on working with difficult clients in your business?

Sophie

So in my business today?

Tim

Well generally speaking was Barbara difficult?

Sophie

It was funny because Barbara is obviously regarded as a female pioneer in journalism really. And I think by the time I was there in 2006-2007 I actually didn't find her as inspiring as I would have hoped. I sort of found her questions in interviews quite shallow and basic.

Tim

She putting the pressure on me now how am I going?

Sophie

That fact that you launched with bring up the bird song that I sang in primary school. That is incredible research.

Tim

There you go. I am winning so far.

Sophie

You will trump Barbara.

Tim

didn't think it was possible but I feel like I've tick the box. Can we finish now. You get itchy feet you've done your TV producer thing you've lived the high life in New York the itchy feet. Is that about coming back home to Adelaide or is that about starting your own business what's that about?

Sophie

I was actually working for Channel Nine in Sydney and as much as I loved it I wasn't having the mental stimulation and it was around 2010 and not the mental stimulation that I was getting 20/20 for example where we could really sink our teeth to these big investigation. And I just wasn't getting that. And so I was always very fascinated by the evolution of the e-commerce industry. And my mom back in Adelaide has a big homeware store outdoors which she's had for almost 40 years now. And so I was back one weekend and I said to her I'm getting itchy feet and I'm want to do something on the side. I want to make something that I can sell online. And we just started brainstorming ideas. And she said well we sell men's boxer shorts it's kind of a small item in the whole scheme of her store. And she said they're being bought out by big brands designs are no longer as good. And I said right. Well on my production break I'll head over to Bali because my brother had just moved over there to set up a restaurant and I said I know what you want. I'll go and get it made. And I

thought that's an easy likewise thing to be able to sell online with limited returns and because it's got such a flexible feet and that that's how it started. But that's certainly not how it ended up launching.

Tim

Hold that thought then. I'm interested to know you just went through that so simply this is what you just Soph it's like so I was back in Adelaide from a break in L.A. or wherever you were. And mum we needed some boxers and my brother was in Bali and I said Mum I can make those boxers in Bali so I went over to Bali and I had them made. Are you one of those chicks who just gets stuff done?

Sophie

Yes I am if I put my mind to it I'm like well there's no mucking around let's just do it. I kind of throw myself into the deep end and then work out how to do it. And I mean I certainly do think about things before I approach a situation but I was like Yeah I've got this I can work it out now enjoy the challenge of working it out. And that's sort of how I approach my entire business philosophy. Because obviously coming from the TV producing background I didn't have a clue about manufacturing. So I was going to go to Bali on my production break over the summer. But what I actually did was I spent the entire summer in the double Bay library researching not just boxer shorts but the sleepwear industry in Australia the US and the UK and what I found was that there was a gap in the market for an attainable luxury collection of pyjamas for the whole family. There were plenty of pyjamas for women. Very few for men. And it's selection for kids but no brand was really Peter Alexander was obviously there. But I wanted to do it a couple of notches above him and and so then we resume production and I took three weeks off in March in 2011 and I went to Bali and that's when I threw myself into the deep end well and truly and had to find my own manufacturers. I went off to a straight in Bali called Sulawesi in Denpasar and it's very famous for its fabrics and there I was just walking up and down this street bargaining with all of these fabric sellers and saying that this is 100 percent cotton and I'd say yes yes I'd take a swatch and I burn it and sure enough it was polyester and I guess learning the ropes and learning that I was going to have the wool pulled over my eyes very quickly because they could tell that I was a novice and we all had to become street smarts very very quickly.

Tim

Did you at this point have some financial backing? Did you have have some space to kind of bring this to life without having to worry about where your next dollar was coming from?

Sophie

A little bit. Because I mean I was still working at Channel Nine almost up until I moved to Los Angeles so I had that part. When I was 13 I got a job at McDonald's because I wanted to buy Telstra shares. I decided to build up a bit of a share portfolio which I over the time of

running this business I have sold but it has just been the most valuable thing to have on my side when I've needed a few dollars here and there.

Tim

So you've found your fabric you got your first design collection you've had the manufactures in Bali and what have you done gone and retailed in Mum's outdoors on parade store?

Sophie

That's correct. So I was only ever going to launch it online and on my Web site and also on my mum's store and I ended up after I mean speaking of marketing I basically took photos of my friends wearing them. This is you know the early days of Facebook. I'd tag my friends and the next thing you know it would appear in all of the the news feeds and so on and and then I had 18 stores wanting to carry it within three months of launching.

Tim

Because they saw you on Facebook?

Sophie

Because they saw it on Facebook but not specifically for me because I've got so many of my friends involved as my model. And so someone saw it from somewhere and then they had a store or they knew of someone who had a store that could carry this product and it snowballed like crazy beyond what I had ever anticipated. And so then I found myself going off to the Willoughby post office at lunchtime when I was working at Channel 9 and sending off orders and then I was coming home and working on these orders for retail stores and this was in the lead up to Christmas. So obviously it was going to be a really busy period. And that's it. It was never part of what I had anticipated. I just wanted a side business while I worked at Channel Nine or while I worked in television hoping to one day get back to New York to work for 20/20.

Tim

So where was the tipping point so far you've gone well long enough to make a hard decision here and all the go.

Sophie

I know that was in 2012 and it just got to the point where I had two full time jobs.

Tim

Yes.

Sophie

And I just thought I can't do this. I have got containers piled up in my bedroom in my living room which in a flat that I shared with two other friends. It's like oh my god this is life isn't sustainable.

Tim

How are you mentally at this stage were you excited? Were you on the verge of a breakdown? What were you feeling?

Sophie

No you know I was so excited. And to this day I still wake up pretty much every day excited about what's about to happen.

Tim

You're a glass half full kind of chick though that's for sure I can tell.

Sophie

Obviously I had a challenging days. But I still get excited because it's going to be something new that happens every day. And that's the whole reason why I started it because I wasn't being challenged in my other job.

Tim

Tell me about your most challenging day.

Sophie

Oh my most challenging day. You know it's probably dealing with the manufacturers because there's always going to be a bit of a breakdown in communication. And I started out manufacturing in Bali number one because my brother lived there so it was great to have him on the ground. And also they have smaller quantities smaller minimums to start out with. And now I do a lot in China a little bit in Bali and a little bit in L.A. but there's always going to be a breakdown in communication. Things will come back that we don't quite you know there'll be things missing or the things where they just haven't followed the instructions

Tim

That pink flamingo set came back luminous green and it was like this is not going to work.

Sophie

Oh my goodness yeah I mean there are times when I remember I had a print that I sent out this was in Bali and I'd had strike offs printed. So that's the fabric that you send them the Pantone colors along with your prints along with the artwork. They do a strike off on a swatch of fabric and so that was all good to go. And then I gave them the green light and then they printed up the bulk and it was red and I ended up selling it but there were certainly arguments

Tim

Soph interested to know when you made the decision sounds like both businesses were rocking your nailing your work at Channel Nine Sant and Abel is taking off. Did you find though that when you left Channel Nine Sant and Abel went to a whole another level because you were 100 percent focused on it?

Sophie

Yes it did. But it was around that time because actually I ended up freelancing for Channel Nine so that bit of money was coming in still but it also gave me the flexibility to keep going back to Bali. You know it's obviously so close to Australia. So I was able to go back and forth quite often and keep an eye on things. And it was at that point I thought Well I'm technically running this business remotely every time I go to Bali surely I can do it from L.A. And so then that was my next thing. I was like Well I don't want to get too complacent here. I actually do want to be at the forefront of entrepreneurship in America on the West Coast. So it really wasn't too long. It was 2013. So two years after I launched it in Australia that I packed up and moved everything over to Los Angeles. And by that point I had a well-established warehouse in Australia which was connected through my website. So any orders that would come through. And obviously it's still like this to this day but any orders that would come through would just go straight through to the warehouse so that I when I left Australia everything was as automated as it possibly could be.

Tim

Soph there wasn't a bloke in L.A. that you were kind of racing over to be with was it a purely business decision?

Sophie

No I went solo except that there was so many friends who all moved at the same time from predominantly from Melbourne.

Tim

So just now I understand that you've already got an American connection you are comfortable being over there. The business is booming back in Australia but you felt the need to go to L.A. because why it's the heart of entrepreneurship in America?

Sophie

You know I did feel and possibly this was for my I guess my exposure to the American market when I lived in New York I just felt like I was competing with say 24 million vs. 350 million all of that I'd say probably 90 percent of my expenses are in U.S. dollars. So I moved over there for several reasons so I wanted to go into a bigger market to be selling and receiving U.S. dollars and obviously to be in this really exciting environment where there were just so many startups and I wanted to be right in the mix of it all in the thick of it all. And to then apply that back to the Australian company as much as the US company.

Tim

Brave decision or was it?

Sophie

I mean I can't even tell you the first couple of years were so hard.

Tim

In what way?

Sophie

I guess that goes without saying.

Tim

In what way would they be hard Sophie?

Sophie

So then there were times I got to say Americans are so enthusiastic about businesses and ideas and they'd put so much enthusiasm and energy behind them and I moved to L.A. and I'd say I've got this pyjama company and it's fantastic. That is amazing. And I'd meet with buyers initially or I'd talk to them on the phone and they'd say Oh I love it I love it. Come and meet me my showroom. And a lot of the fashion is into you know a lot of the businesses are based in downtown L.A. And to get down there that's sort of the real fashion hub to get down there often can take over an hour. If you're stuck in peak hour traffic. So I was unrelenting and I would set up I just kept calling and calling for meetings with showrooms or buyers. I can't even tell you how many times those meetings were canceled. As I pulled

up in the parking lot or I'd walk in and a junior assistant junior buyer would say to me Oh no so-and-so is left for the day sorry she can't meet with you here are your samples.

Tim

What's all that about? Is that an American thing? Do they not stick to their appointments?

Sophie

It's funny because I would talk to my Australian friends over there who they're all over there trying to carve out some sort of very exciting career in their own right. And we all have similar stories to this. And I do think that and it's something that I really love about Australia and Australians is a lot more black and white.

Tim

Yes.

Sophie

You're going to know pretty quickly where you stand. Whereas we call it the slow know in America where you kind of get told yes so many times. And eventually they say no. But another thing which I have come to realize and I think this is applicable all over the world in any business but certainly in somewhere like L.A. is that you have to earn your stripes. And I was a new kid on the block with huge ambitions and you kind of need to develop a thick skin. And I think it's all part of it. And after say 12 to 24 months a lot of people pack up and go home because they find that it's too hard. There's absolutely no way that I ever would.

Tim

You weren't going anywhere. Soph you had the Beverly Hills breakthrough as I'm gonna call it you became a frequent visitor to the Beverly Hills Hotel. What was that all about?

Sophie

So it's funny when I moved to L.A. one of my strategies was to break into the hotel and resorting to staying over there because I discovered that very few of them were selling pyjamas and I thought that to me that's a no brainer to sell beautiful pyjamas at these beautiful properties. And surely a lot of them have got the budget to do so. And I made the Beverly Hills Hotel one of my top priorities righteously. You know this is another example of just calling and calling and hitting eating a brick wall. Then one day I was at an event in Sonoma. Up near the Napa Valley and I ended up sitting. I was at a dinner and there were a lot of people from the hotel and resort industry. And I happened to be sitting next to the spa director of the Beverly Hills Hotel.

Tim

Hello.

Sophie

At this at this welcome dinner I mean talk about timing it was quite amazing. And she said to me I actually back in the office I sit next to James the retail director at the time.

Tim

Soph at this point are you keeping your cool or are you just completely exploding?

Sophie

I was very enthusiastic but I was still keeping my cool a little bit because there were also other people at this event too who I also wanted to speak to and I wanted to have the philosophy of trying to keep as many eggs in as many baskets as possible because one might drop off and you want to start to pursue another. So I certainly was very excited but I did try and keep my cool a little bit. But she said I'll talk to James when I get back a couple of months pass and I sent her a few follow up emails. Then the next thing out of the blue I get an email from James saying I'd love for you to come in and show your collection. Can you come in tomorrow morning.

Tim

Yes.

Sophie

And I literally dropped everything and said absolutely. So he picked up pieces from the core line and I said to him it would be really great to do a customized collection in the banana leaf print in the martinique print which lines the corridors of the hotel. And he said that would be great but I'm actually moving on. He was moved on to the food and beverage.

Tim

How often does that happen? You find a great contact and start to do business and then they move on. That is so frustrating.

Sophie

Oh it is so frustrating and I am starting to find this with the department stores as well. And there is a lot of movement within the company but I guess at least you've still got that contact particularly if they stay in the company. They're surely going to know a number of other people there and this girl came in who actually took over both the spa and the retail store and she was all for this idea and then she got a bunch of her other vendors on board to do the same thing and to make products in the martinique print.

Tim

So you've all of a sudden you found your way into the Beverly Hills Hotel. Now you're being stocked with some of your product. Plus you've got a dedicated bespoke design of their trademarked print. That must have gone nuts.

Sophie

It was. It was pretty crazy. We had a launch party in the cabana down by the pool. It was a brunch and we had a number of people from the Hollywood Reporter Vogue social media influencers and we dressed them all up in the pyjamas. The photos were unbelievable. The press that came out from it was unbelievable. But I think the real tipping point with this whole collaboration was what happened with the Kardashians.

Tim

So that is the next step. Did they approach you or did you set some kind of wishlist to say who would I love to now wear this martinique a print on the global stage?

Sophie

The PR company that did all of the work for me. They said if you were to offer this as an exclusive. Who would get it. And I said the Kardashians because I already knew the editor. Jen the editor of their apps and I think their apps have now closed down because several kind of moving into different directions with their businesses. But at the time the apps were quite a big thing. And Jen was already a big fan of the pyjamas and she had them for herself and her kids. And I said the Kardashians would be number one. And I didn't even really watch the show. I didn't even know all of their names. Embarrassingly at the time but I said I want them to have it. And they basically said to me you're dreaming. And I said no go to Jen and offer it to her as an exclusive and say what she says. And so the next thing I was walking along with the friend and I get this email saying Jen has pitched it to the girls and Courtney loves the idea. And she would love to run it as an exclusive on her app then she did.

Tim

What does that mean? She wants to run it as an exclusive on her app. What does that mean? What it looks like?

Sophie

I guess to be the very first person to cover the whole collection and the story behind it and so on and with photos of her wearing them and at the hotel. And yet to be the first one to do it and I and I guess certainly the first blog to do it.

Tim

And so Kourtney put a hand up says she wants to cover it. What do you do then you get this phone call who you clearly then dropped everything again you're dropping things often Soph. All for good reasons.

Sophie

Yes. I have to be on my toes everything is fairly spontaneous.

Tim

I imagine that then requires some instant action on your behalf because it's not like she wants to cover it in four weeks time. It's probably four hours time is it or something ridiculous?

Sophie

Fortunately from that perspective initially they only wanted photos. So that part was okay and she ended up putting together this full story and only put a photo of herself and her kids sitting in the Polo Lounge. But they weren't wearing the collection but they were basically just saying we are fans of this collaboration we grew up going to this hotel. And she gave a full spiel about Sant and Abel being from Sydney and moving to L.A. I mean it was amazing. But then that came out on Wednesday. Then two days later I get an email from the senior producer of keeping up with the Kardashians saying we saw Courtney's blog and we would like these particular pieces sent over to us in the next hour. And the senior producer said we're filming in Calabasas this afternoon. They wanted the short sleeved shirt and boxer shorts that I didn't even have those samples on me. I said all I've got to the nightshirts and the eye masks. And he said done and we're sending a runner over to your place and literally within about 45 minutes. So it's a runner knocking on my door with a full headset walkie talkie everything. And it was just this quick exchange of the products. And then she left. And what happened that afternoon was absolutely crazy I actually went out for dinner and my phone was blowing up and I had so many friends saying Oh my God have a look at this screenshot after screenshot. And they were all posting photos of themselves in the night shirts having pillow fights doing these crazy snapchats front of the mirrors. We know I'm hopeless with Snapchat. And so I couldn't even keep up with any of this. I was in complete shock that all of this had happened from about 11:00a.m. that morning and then it literally blew up. But then six weeks later. The episode went to air and I thought oh well it's only going to be just 10 seconds or something. It was about a seven minute segment.

Tim

Of the Kardashians wearing your product on the highest rating reality TV show in the

world could you put a dollar value to that?

Sophie

I don't think I know. All I know is that people do spend over a million dollars to get their products on their TV shows. I literally didn't have to really pay a cent except for the cost of those samples. It was a jaw dropping really I could not believe it.

Tim

What then happened to sales? Did your website crash? Did you sell out of everything?

Sophie

Now this and this was certainly every collaboration that I do it's always a learning experience. But at the Beverly Hills Hotel had it exclusively so I couldn't sell it on my Website and my God I wish I had negotiated that more thoroughly at the time but I think I was just so excited and felt so fortunate to be in there that I didn't want to push it. And I think now if I had my time again doing something well I mean I have and I certainly have negotiated with other without the partnerships but to do this exact one all over again if I could turn back time I would have negotiate that because unfortunately they did not have that kind of granite on more of a manual sale system and a manual stocktake and the nightshirt sold out almost immediately but they weren't really keeping track and so it's a way that I would have liked.

Tim

Soph I imagine though that there would have been a run on effect back to your website where people the brand is now front and center in terms of pj's.

Sophie

Yeah. Oh it's I mean the traffic that I ended up getting back to my Website was unbelievable and I still have that because it was a limited edition collection. We still get inundated pretty much every single week from people asking for that specific collection.

Tim

What's the learning for the small business owner listener. Helped me pull out the learning Soph because you've gone hard takes a you know what did I say 10 years to be an overnight success. So it didn't just happen like you put a lot of effort into getting there but getting your product in the hands of major influencers puts you what's your big tip there?

Sophie

Oh gosh. I mean I feel like I'm constantly learning about the way that I should approach

this. I mean it really took me three years. I arrived in 2013. It wasn't until 2016 that I got this partnership. So that was three years of really really pushing it. But then once I got it I was like I just had this gut feeling that it was going to be a great success. And so like I was saying before when my PR company said Hey do you want to give this to as an exclusive. Absolutely. Aim for the top because the worst that if we're going to say is No. And I know that things are constantly evolving with social media influencers and their demands and they want x thousand dollars for post I have never paid for a single post ever. And I don't intend to not at this point. I've given out products and but I will never pay. I just won't pay for it.

Tim

Do you think the world's moved on from that. I mean that was a bit of a moment in time where you know social influencers were getting paid good money for posts. Are you guys now getting a bit smarter about that?

Sophie

Well see after the Beverly Hills Hotel collab we were then approached by Chiara Ferragni. Are you familiar with her?

Tim

No.

Sophie

From Milan. She's got the blonde salad she's got I don't know the latest count about 20 million followers. She says stay at the Beverly Hills Hotel often and her team contacted me about doing a collaboration for her website which we did and that was also a huge success. But I started to have a number of people under my belt like Kardashians and Chiara and a few others. And so then every time I got contacted about sending product then these influencers say well here's my media kit it's going to be ten thousand dollars one post. That I'd sort of laugh it off. I mean that's not in my marketing budget whatsoever I'm still a small company and there's no guaranteed roi with these things. So I would always turn around and I said look we're very happy to give you product to wear so long as you tag us and you do this and that. But you know we've had the likes of the Kardashians and Chiara doing it for free. And you know they are much much much bigger influencers.

Tim

What a great thing to be able to say. Thanks for the opportunity. But look we've had the Kardashians. We're doing okay.

Sophie

So are if you want to be part of it. Absolutely. We'll send you some pyjamas but we're just not going to pay for the post.

Tim

Did you ever meet any of the Kardashians?

Sophie

No I never have. But I talk to Courtney's manager quite often?

Tim

Did you send them something? What do you send the Kardashians by way of thank you? Coming in to the studio today I just heard on the news. Kylie Jenner is the youngest billionaire ever. She is 21 and she is now a billionaire.

Sophie

It blows my mind. Good on her.

Tim

Did you did you send the thank you card or a bunch of flowers?

Sophie

I did. But I mean every Christmas I send them some pyjamas. I did a partnership with a big Los Angeles artist last year which launched in October. And actually Courtney's the one who seems to really support Sant and Abel in a big way. So I sent her a big package for her family and she put it on her app again as her favorite picks for Christmas.

Tim

Beautiful.

Sophie

And then there are post that pop up every now and then of her kids wearing the Christmas sets.

Tim

Yeah. Couple of quick questions before we wrap up Soph I meant to ask you the name Sant

and Abel. Why?

Sophie

It means absolutely nothing. I want a name that would become entirely synonymous with my pyjamas. I was initially going to call it Sable and Ant named after the sable antelope in Africa the most handsome antelope in Africa and bizarrely my cousin who's an IP lawyer did all of the work and he said in the apparel category there are two sables and there's even a sable and the Argent you can't use it. I had all of these tags and labels and things made out that said that said S and A. And that's particularly when every single cent was precious to me. And I said well what am I meant to do. But as he was talking he kept saying sent and Abel by accident

Tim

It means nothing but it works. Tell me are you likely to open a bricks and mortar store. Is it always gonna be an online business in a wholesaling business?

Sophie

That is a very good question. It's something that I think about often but I'd just have to have the right approach. I loved the model businesses like Warby Parker and bonobos have where they just have small stores you have one item and everything and then they get everything out to you within two days. I think that's very clever. Yeah I think about it. It's not out of the question but I think there are other things that I want to do before I'd consider that.

Tim

And Soph technology in PJ. Is it likely or are we likely to see anything sleep monitors the essential oils releasing throughout the night.

Sophie

It's amazing. I know the underarm. I have been experimenting with this and it would be great to incorporate something like the heart rate. And I guess everything that the Fitbit already does.

Tim

I've got an idea for you.

Sophie

I recently worked on a pitch for an airline which was a very fascinating project. And we did have to look at technology for that.

Tim

I've got an idea for you Soph I was talking to my acupuncturist only this week. Now I'm I tend to sleep on my front which is not good. You're not meant to sleep on your front don't know whether you knew that. And he is suggesting you sew soft animals under the front of your pyjamas. Well and it stops you from sleeping on your front. You're forced to sleep on your side or your back so you can have that one for free.

Sophie

Oh. Thank you. Thank you very much. I'll be sure to attribute you.

Tim

If you could call them Tim Bows. I'd really appreciate that.

Sophie

Such a good ring to it.

Tim

Thank you. Sort of pink and fluffy I'm looking for. That's the style I'm sort of feeling. Hey Soph great story

Sophie

Thank you so much. I love this.

Tim

I know you thought where can you go. You've been on the Kardashians. Well you're on the small business big marketing show so love your work. If people want to buy some Sant and Abel they can whether they're in America or Australia SantandAbel.com Is where to go. Sophie Lovejoy. Love your work.

Sophie

Thanks Tim