



[Ep 5 | Lauren Sudeyko](#)

I'm your host and welcome to the magic hour.

Hi, welcome to the magic hour. I'm so stoked to be joined by Lauren Sudeiko. Um, she is a new entrepreneur on the scene with her brand. Seray is a beautiful sleepwear. I recently was chatting with Lauren in a coffee shop. And I thought to myself after I left, why was I not recording this conversation?

I want to know everything about her. And I think you all need to know about her too. And Lauren is new to Vancouver. She's been here for about two years, uh, originally from Toronto and her business baby is seven months old. So let's

Hi.

Hello, Hope. Thank you for having me on. I'm really happy to be here.

I'm so glad you're here. Tell us all about yourself and your company.

Yeah. Well, I mean, you did a great intro there, which is great. Yes. I still feel new to Vancouver. We've been here for two years. We moved here during the pandemic and really that's where my entire story begins. I think everyone experienced some kind of light shifts during the pandemic.

And for me, I was a corporate girly in Toronto and I was not planning on leaving. And I definitely wasn't planning on quitting my job at all. And then during the pandemic, I took up road cycling. I got really into it. I got pretty good at it. And I really was limitless and thought the faster I go, you know, better I'll be.

Little did I know that that would lead to an accident a few months after starting. So in October of 2020, I was in a cycling accident on the lake shore in Toronto. I hit my head really badly and just suffered from a concussion. Many people have gone through concussions and I think it's just good to talk about because the effects can be so invisible. And for me, it really brought up a lot of issues when it came to sleep. And so I would be going to sleep at night, turning around, tossing and turning. And what my main symptom was, was that I was too hot while I was sleeping. So sweating through my pajamas, really uncomfortable. So then I started sleeping naked.

That didn't work out so well because then I'm just running through my sheets instead of what I was wearing. And then I just scoured the market, ordered as many different options as I could to try to find something comfortable to sleep in. And I couldn't find anything. And it wasn't until I talked to my girlfriends and I realized they had the same issue that I thought, you know, there has to be something to this.

And that's when I began my research journey to launch Sarray.

So incredible. I agree. I think the effects and everything about concussions is not really talked about. It's quite invisible and it can be long lasting. And I'm so sorry you had that journey here.

So amazing. All for the better.

Yeah. So you started your company because you found sleep where it was just not comfortable and it was way too hot to be in.

Tell us a bit more about that.

Yeah, I mean, what it really came down to is just that we all have our old favorite t shirt. We all have a pair of boxers. We all have those things that we've slept in for years. But when it came to women's temperature fluctuates a lot overnight, that was something I was experiencing.

But again, as women, sometimes you're like, I'm the only one that feels this. But of course it was something that so many other women were also feeling at the same time. And so I just started the research into, you know, what was my current sleepwear made out of? I would go on vacation. This is how crazy I was.

I'd go on vacation and I wouldn't even bring sleepwear and I'd be like rooming with one of my best friends because I just, like, I was like, Oh, I had this old t shirt at home, but I didn't, my carry on was so small that like, I didn't care enough to bring it. And so I'd get there and I'd be like sleeping in my like.

Lululemon joggers that I would wear out during the day and things like that. Like I just, it was such a product that was such a necessity, but it was something that I had zero brand love for, and I had zero passion for that category. And when I've seen that play out in other industries, like, I mean, Casper, like the mattress industry is one example of it, right?

And there's a branded entrant that comes in that people grow to love and becoming a great brand. That's my dream for Saray. Then that is something that inspires you to care about it. Right. And sleep dovetails to so many things, wellness, taking care of yourself. Everyone knows what it's like when you don't have a good night's sleep.

If you lose only one hour of sleep, it takes you up to three days to recover from that one hour of loss. So, just like, the more I learned about this, the more I was like, wow, I'm not sleeping, I'm so anxious, my mental health is down the drain, I'm a horrible version of myself. And I know that, you know, there's sleep medication, there's other things, obviously, within this industry, but for me, it was all about your mindset, and if you can feel good in what you're wearing and the fibers and the material you're in aids in that, it becomes a much bigger experience than you, you know, throwing that t shirt on and kind of just wearing that same thing that you always wear night after night.

Totally. I'm definitely, I was a fan of the t shirt. I also now wear your set. But for all my life, I had a t shirt. It just came forever.

Definitely.

I love your approach to holistic wellness and feeling good in your body and starting first here instead of looking elsewhere for medication or for...

You know, and to clarify, you know, I totally believe still if someone needs medication for those kinds of things like I'm such a supporter of that.

Absolutely. And I think that's still really important.

And you know, I was during some of the trauma I went through, I was prescribed sleeping medication and there's no right answer to be on it or not to be on it. I just found that for me, that was my last straw. Like when that, when I was prescribed it and then I read about it online and how addicting it was, the properties of it, I just like had this existential experience and I was just like, I can't.

And for me, it was just like time to pursue something else. And that was just the right path for me.

Amazing. I would love to hear about how this inspiration for your designs, what does that process look like?

Yeah, that was a really fun one. It was one that like had so many trial and errors and failures and learnings and I have some photos that I've gone back and shared on my Instagram or on the Saray Instagram of like what the first set looked like and it was mangled.

Like it was so bad. I mean like it literally like one side of the tank top was tighter than the others. Like literally one boob was showing more than the other. It was just like a complete mess. But what I wanted to draw from the main main component of it all was that it is your base layer. So it is the coolest.

You know, minimal amounts of fabric. We all want to wear sweatshirts before bed or pants. We want to be cozy. But when you get into bed and under that duvet, we've all woken up after going to bed with sweatpants on and you are dripping and it's the most uncomfortable thing ever. So I wanted to develop what that base layer would look like.

So I knew it had to be a top and a bottom, but shorts in a tank top. I knew that from the beginning in terms of the need I needed to satisfy. But then when it came to the tank top and the shorts, I really wanted a nod to boyfriend's boxers because so many women have told me over the course of this journey that all they sleep in are their boyfriend's boxers.

That's what their favorite thing is to wear. Okay. There has to be a way that we can have a cheeky nod to this. But we're still prioritizing comfort over everything else. That's why we developed the V shape on the shorts, but the wide waistband is our

most innovative piece on the sets because it distributes the weight or the pinching around your waist.

No matter what. To keep shorts up, you need something there. Drawstrings, suffocating. So tight overnight. They might be comfortable when you're standing, but then you lay down and you're like being choked out. Right? Yeah. There's a thin elastic, which has a similar property to what the drawstring does. It just has a little bit more elasticity to it.

But then what we landed on was the wide elastic because it distributes all of that pressure. So that it kind of just keeps your shorts up and they're there and it keeps them there, but it's not something that really digs into you overnight. And then when it came to the tank top, we knew we wanted to be a tank top and we wanted a little bit of a crop to have like that cheeky nod to like your perfect favorite set.

But we wanted to make sure as well that again, it was kind of cooling and that that right property and that right fit for all women.

Amazing. What makes Saray different than other brands that are out there and what can people expect when they purchase your products?

So there's two things that makes us different from other brands. The first is the fit that we were talking about just a second ago. So again, that fit that You can feel confident wearing. I think it's that we have our big t shirts. We have, you know, those big lounge pants, things like that, that you can put on. You have that sense of comfort with them. But there's also a sense that, you know, when you wake up in the morning and you're so disheveled and you look in the mirror and you're like, Oh my God, right?

Like it's not an inspiring moment. And when we developed this fit, we wanted it to be a fit that women felt really inspired when they, you know, you catch that first glimpse of yourself in the morning. That first moment in manifestation really sets the tone for the rest of your day, and we really wanted that to be a positive one, so we wanted it to be something that women feel like they look good in, and then you're like, oh, like, you can see your butt, and you're like, wow, my butt looks amazing, and it has that little detailing that the set takes care of for you, that's the first piece, and then the second piece is the fabric, so our sets are made out of this brand new technology, it's called Tencel Modal, and it's a cooling fiber, cooling fiber, And it's also produced in a carbon neutral environment, which is fantastic.

But what it does is it actually regulates your temperature overnight. So it keeps you cool. It keeps you comfortable. And, um, it's also moisture wicking. So when it comes to something like cotton, cotton is breathable, but it doesn't necessarily wick away your sweat. And so we've been able to use a new fabric that's able to do both.

That's so cool. I think it's so interesting to hear all about behind your brand.

Thank you.

You are so welcome. So why would you say it's important for women and people in general to invest in sleepwear and to start sleeping in something else other than those baggy t shirts?

Yeah, I think it really comes down to a time period that we want to own, which is the 8 to 8, so your 8pm until your 8am the next morning. We want to be there for women in that time period because that's when they're there to have moments that are reserved for them. Whether or not you have kids, whether or not you have other priorities, like those are your moments that are for you. Of course, the sleep part is the most important part, but then there's those auxiliary moments of washing your face before you go to bed, having your first cup of coffee the next morning. And so we really wanted to develop a product that was there for women in those moments that they felt comfortable and they felt supported. And. Investing in that and showing up for yourself in that in a set that inspires confidence and gives you that technology that you need to sleep and be cool overnight.

Those two things put together were the reason why, you know, we wanted to move away from the t shirt style and move into something a little bit more, a little bit more functional, but also flattering.

So tell me all about this entrepreneur journey that you've been on. Seven months or so. What is a day in the life like for you at Seray?

Yeah, um, honestly, it's probably been the hardest thing I've ever done before. Good for you. You are amazing. It's definitely been the craziest ride I've ever been on because, you know, nothing is predictable. And I think, I just finished a really good book. It was called Playing Big by Tara Moher. And it was amazing.

It was just really focused on, you know, the reason why women are so prone to minimizing themselves and a lot of it has to do with, we grow up in a world where we're like, okay, we're at school. You need to get your, do these five things and you'll get a B do these six things, you'll get an egg, whatever you go through life like that.

And then you started a job and a career at a big company and you get that same thing again. You get the rubric. They tell you what you need to do to get promoted, you do it, you get promoted and you get a little bonus, right? And so I, I realized that, you know, ever since I was seven years old, I'm 28, ever since I was seven years old, so almost 20 years or more than 20 years, you're just raised in this way of like how to achieve success was really set out and rigid.

And then backing that out to relearn, okay, wait, I need to figure this out on my own now. And doing things and just putting a lot of work into it doesn't always mean. Results. And the rubric of what someone else may do doesn't work for you necessarily. So I think what that's been hard of like, you know, you look at something and you're like, Oh, this brand did that.

That was really cool. Maybe I should try that. It just feels like, you know, it's the little kid or that kid's book of like, are you my mother? It's like, are you? That's what it feels like. You're just like moving around through life. So that's the most challenging part of it. In terms of a day in the life, I actually am just starting to rent an office space as of next week.

Oh my goodness, congratulations! I'm so excited. You've been co-working before? I was doing co working before, but now I'm actually like, renting a desk part of an office space with another company. So I'm really excited for that. I get to bring some of my inventory there, like it just is the right next move for me and for, for Seray.

And what I've, uh, what I found with that is just being home all day is a little bit hard. So for me in the morning, I need to get out first thing in the morning. I'm lucky enough to live close to the ocean, go for a walk by the ocean, experience some new setting, new atmosphere. And then, um, as of next week, get in the car and get out of here, have a full workday somewhere else, hit a workout class if I can after work.

And then, you know, just kind of be back at home and be in Kitsilano, which is just a dream to live in, especially in the summer. Yes, you were so lucky. Close to the ocean, the beautiful beach, all of the nice paths to walk on, and your doggo, of course, to enjoy.

Oh, she runs my life. Everything. I hope your office is dog friendly.

It is. They have an elderly dog, though, so they, and they said he's not as friendly, and so my partner's at home. The two, I do a lot of the dog work, so the two of them can be together nine to five. You can take a break then, and you I like that. Totally. Seray has a bit of a focus on sustainability and you mentioned that the fabric is made in a carbon neutral environment.

You said, how do you continue to make your company and your clothing line more sustainable?

Yeah, it has been a priority since the beginning. And I think my, I felt my whole career that everything I was doing, I was working for these big companies that would have, you know, an annual. Environmental target, but it never really meant anything.

And no one really ever followed it. It just was there for PR is what it always felt like. And so I knew when I did this that I wanted to do it in a way that had the least amount of environmental impact as possible. And so when we started, we manufactured in Portugal. And the fiber is carbon neutral, tensile modal, it's like, it's crazy because not a lot of people know about fabrics and fibers, and I don't blame them.

Like, it's a really boring thing. I knew nothing until you told me about modal. Really? You were talking about it so casually, like, and modal, and I was like, what?

Hey, that's the thing, and you know what, two years ago, me, I knew zero, like, negative amounts about fabric. Like, I would wake up in the middle of the night and look at my clothes and be like, what is this made out of?

And that's just the way I've learned about it. But you're right. I mean, it's something that women and people don't really know a lot about, because I just think most people don't care. And it matters what the fit, and how it looks, and how it feels on you matter more than anything. And I still think that that holds true.

And I think that's a really good thing. But when it comes to this new technology, it's kind of like merino wool, or it's kind of like, I don't even know if this is well known, but Okotex certified cotton, that it's like made sure that it's organic and sustainable. But

Modal is made from beechwood. They pretty much like boil down the beechwood and they create these yarns.

And they pretty much just kind of, uh, any emission that goes out into the environment, they bring it back in or they reuse it. So it's, it's carbon neutral the entire process in creating Modal. But that's not Modal. That's just a branded version of Modal. Okay, there's modal made all over the world, but Austria, they make the certain type of it that is carbon neutral and so that's the type that we use.

It's obviously more expensive, but we can guarantee that it is carbon neutral because of that. And then previously we've just manufactured in Portugal and then we've just recently moved things over to Canada.

Okay. I'm skipping my question to you. You used to go now you've come to Canada for your monitoring.

Tell me about this. Why did you make the switch? What are the benefits of this?

Yeah. Yeah. I mean the team in Portugal was incredible. Like they were so great to work with. They were wonderful. We had a great experience with them, but I think what I wanted at the end of the day was just faster turnaround times, quicker opportunities to get samples, chances to just.

Drive and see the people that were like making the garments that I'm selling. I mean, it's just such a big part of it to go and go and see that I really, really enjoyed that part of it. And so I would spend time just going down there seeing them and really it was a strategic move to be able to Do things in a more lean way, be able to just try more things, test more things.

And then in addition to that, it was just really helpful to know the people that were actually making the product. Like, I think that was just such a big thing for the brand to be able to say like, Hey, this is where it's made. It's local. And that just gives us a big agility advantage as well.

Yeah, it's all about the relationships you have, and I'm sure it's so much nicer to chat with the people who are making it, and pop in and go try it on, or put things in it and see

what's working for you.

Totally, and it's not then, you know, putting it in a box and then you wait a month to get your next sample back when they just try it again, like you can be there with the seamstress and say like, hey, change this exact thing, and then you come back a week later and they've re sewn it for you. So things like that, it's just.

It's one in a million. It feels great. Absolutely. Congratulations on making that big jump.

Thank you.

I mean, I would say that your brand is quite inclusive and you offer clothing for women of all sizes or quite a few sizes. Like I'm a 2XL and I can wear your sets. Why do you think this is important in the industry?

Yeah, I think that it is really important to make sure that you have a wide size range. I think what also is important to us is that it has 10% spandex in it. So a woman who might want to lose her fit or a wider fit or a tighter fit, we have some people that normally wear And extra small to go down to a double extra small because they just want the top to fit a little bit a little bit differently or different components of it.

So when it came to developing and thinking of what our range, what we wanted it to be because you can mix and match the top and bottom. We wanted to make sure we had a wide enough range that if you like women are so diverse like some have that have ordered like a 2x bottom and a small top or vice versa.

Right? Like, it's not that you're ordering like one up or down. Like, it truly is like you want the whole spectrum of it. And we've all had moments where we've tried things on before and it just doesn't fit right. And having fewer of those moments for women is what I wanted to prioritize. So we can't always get it perfect.

We know there is, you know, can go up to 4x, 5x, but we knew that when we launched that we wanted to be. inclusive enough that we could make women feel good when they're trying our sets on. And that's something that's always on the roadmap for us to expand to in the future. Cool.

Do you think you'll expand into larger sizes in the future, potentially?

Yeah, I think it's definitely an opportunity, at least two or three sizes bigger we're considering. And then we're considering to, you know, on the double extra small size, it's not as popular as a size as our extra small is. So maybe we just kind of like move on that side of it, but then it has some shorter.

Styles for women that are a bit shorter, so we can still get the inseam right.

Okay. So we are always open to, to new ideas on that. I have a question in regards to production. How do you guesstimate how money you need? Like how many 2XL to extra small? It's very hard. It's horrible. I've never gotten it right.

And before I put my first, it's called the size curve. It's like the graph, what it is before I put my first order in, I probably watched two full days worth of YouTube videos. And talk to other brand owners of what they've done and what they, no matter what I've said, is that there's no rule to it and it will always change as your brand evolves.

And so from the beginning, I was like, well, I'm not going to get it right at any time. So I'll just try this. And then also when you change new products, like say, for example, with the shorts, like women tend to in the tank top, that's a better example. We tend to size down in our tank top. And so that's great.

But then when it comes to ordering Pants. That probably won't be the same rule, right? So it's just continuing to stay versatile with it. And we've been able, we launched a new color recently and we completely sold out of it, which was fantastic. I mean, we're at a couple of great retailers who can like take some of those other sizes too, that we're not selling as much of online.

So things like that have really helped. But it's, it's always a guessing game.

I bet it is. It sounds incredibly hard. But also, let's brag about yourself and tell us where we can find Seray in store.

Being in store has been so surreal for us, and I think our launch at Hills Dry Goods It was such a fantastic moment.

We're at all four of their locations and they're just an iconic retailer here in Vancouver. They're one of the first clothing retailers in Vancouver and so many amazing brands are there. Like we're there beside like Gany Jackets and so many other fantastic brands. So that was a really big priority for us to be there.

And our shoppers also there are our consumers there. They love our stuff and having them try it on made a really big difference too. And then we're also at Middletown and Gastown, which is just like The best people ever. I mean, I'll go there and just like hang out with them when I'm having a bad day.

They're so wonderful and they're in Gastown and they have an amazing assortment of clothing and accessories. And what I really appreciate about them is that they're so in touch with their shopper that they know what's going to work, what's not going to work. And they give me a lot of feedback and they just, they're really patient with me as I'm learning.

And I really appreciate that. So when they say, Hey, they love this color. I get emails from all the time. Like we want this color. We want that color right here in store. And so it just like, it helps me make me better all the time. It helps make Saray better, which is all I could ask for. That's so exciting.

It must've been a pitch me moment when you put your products into hills.

It was, it was, I mean, it's the kind of thing where like they order it, right. They just send you an email, like a purchase order, and then you just drop it off and then, you know, you don't know when it's going to be in the store. And then you just go to your local store and it's there.

Like that was just a, it was a great moment.

Oh my goodness. So exciting. So business ethics are a huge part of your company. What are some of these ways that it shows up for you in your everyday?

Yeah, I think this is a tough one to talk about sometimes because just fast fashion is such a thing. It is. And there's different levels of it.

There is, you know, the Shein level of it, which is pretty well publicized. I don't know how bad it is now, but then there's, there's, you know, even like the Zaras of the world and just brands that are pumping out so much stuff. And if they're pumping out that much stuff, generally, you know, there is a catch to it.

But again, we all want to buy stuff that's, That, that looks good on us and it feels good on us and it makes us feel confident. So I really do understand and empathize it. I think for us as a company, when it came to launching, realizing that, and I came into this with, again, with zero knowledge in the retail or textile industry and learning and watching videos and talking to other brand owners about how sweatshops are and child labor are just truly still thriving.

For me, um, You know, we all heard about back in the day when we found out Nike, you know, was using sweat and things like that, and then fires at factories, and I think for me, it just was a really clear moment of like, okay, this is, we're just not gonna, we're just not gonna go there. We really want to make sure that we're made in a sustainable place and in an ethical place.

So when we were made in Portugal. We were guaranteed that they were all paid a living wage, they had vacation, they had health related benefits, all things like that. Check the boxes. And then of course, now that we're manufactured in Canada, like it's just a whole other playing field because like they're just Canadian employees, right?

And there's so much regulation around that. I know, I know the pay the living wage. That they're paid a minimum wage in Canada, like things like that. It's just, it's taken care of. And I hang out with them. Like I know their kids names, like things like that's really great. And so it just really, it takes the, it takes the pressure off.

And it makes me feel confident that the people that are contributing to Seray have a wonderful livelihood.

That's so amazing. I'm really glad that you think about that and that you're not one of those gross just maximizing for the dollar.

Okay. So I found you on Instagram when you recently joined forces with Nettles Tale and I was like, Oh my God, what is this? I need to find out more. No, that starting a new business is hard. And there are so many hats that you have to wear and social media can be a not fun process for many people. That being said, I think you're doing great, and I know what you're going to say to me right now, and I already know my answer is I think you're doing pretty good, and I really like the aesthetic that you have going on.

Thank you.

You're working really hard at being consistent and talking to your target audience. But tell me, how has your experience been posting on social media?

Honestly, it's definitely been the biggest learning curve aside from manufacturing the brand. Like it's definitely been the most challenging thing.

I think as an entrepreneur, and when I first started this, it was like, okay, well, you're just going to create something great. People are going to find you. My whole previous job was in marketing, but it was in marketing where you had, you know, these crazy budgets and you just put things out and it's kind of like spray.

And it's like 60% hits. You get a check mark, right? And now it's like, I still am pretty much like zero marketing dollars behind anything. And you are just trying to do things organically and realizing how hard that is when it's not you, it is still a brand. And your goal is still of course, awareness, all those things, but conversion at the end of the day.

Yeah. And how just people don't want to be sold to. I don't want to be sold to as a consumer. So how to really create that experience and create people and make people care. That's definitely been the hardest part of it. And I think when we first started out, it just was very rigid that we've slowly now just decided to take the pressure off and just have so much more fun with it.

And it's. It's just crazy. It's like when you take the pressure off and have more fun with it, people have more fun following you. Like it truly is that connected. And that's, I think what my experience has been is just really kind of dabbling in and have more having fun with Instagram giveaways here and there, running polls to ask what our community wants, posting lots of reels.

We really lean into reels of just like fun videos. Some things hit, some things don't. And it, we just kind of really keep moving with it and keep Trial in test and learn in test and learn as we go. And then we just, we post on TikTok a lot as well. TikTok, very lot.

Every day you post on TikTok, I see you.

That is amazing.

We really are trying, I think we need to get a little bit better at like experimenting with new types of content or just really trying new things. I think it's easy to just say like, oh, I need to post and get something together, but that still takes time to do that. Yes. Yeah. I think there's still an opportunity for us to be a little bit more strategic with it, but it's fine.

Like when I take the pressure off of it, it actually becomes a lot of fun on that side of it. We just made Pinterest lately. We're putting everything on YouTube now. Everything is living everywhere. And yeah, our only ads investment is Google. And so we're just spending, we literally spend 10 a day on Google ads.

That's like. Cover the bases. Um, and that's just where my previous expertise is. So I figured, you know, what, let's just do that and make sure it's like ultra optimized beyond belief. Yeah. And, um, and then just go from there.

Nice. So your only paid marketing is on Google ads and you're rocking the organic world on Tik Tok and Pinterest and Instagram.

Yeah. Which one's your favorite platform so far?

That's a good question. And we didn't even talk about threads, too. We were all on threads. Oh, yeah, did you do that? We were really into it for the first 48 hours, and then I went on vacation, and I was like, like, you have to be so on, right? Oh, yeah. I think my favorite, uh, I want to say TikTok, but I mean, TikTok at least, I like how real it is and you can take the pressure off of it and be really relaxed about it.

That's probably one of my favorite parts about, about the TikTok side of it. But lately I've really loved the feedback we've been getting on Instagram when we have a question or we need to help to build something. People are really great at being like, I like this, I don't like that. And for us, like, that's our community who's going to be the ones purchasing what we make, right?

So having them guide the ship is just, it's made a lot of our innovation decisions. And it takes, it takes again, the pressure off. And this is part of that same book that I read of playing big. You know, if you're just designing at a whiteboard all the time on your own, coming up with stuff, and then it doesn't do well, well, I mean, it's because you were designing it alone at a whiteboard the whole time, right?

There's more people that you want to sell to, their opinion matters. You don't need to take, there's opinions you should never take, and there's opinions you should just listen to with a grain of salt. But then the people who are going to buy from you, those are the ones that really guide the ship.

Getting that kind of feedback is so invaluable. You are so lucky. How do you start those conversations with your community?

Honestly, polls on Instagram stories, questions on Instagram stories, a lot of we're really leaning into behind the scenes content on Instagram. So showing, you know, just what we're doing, what we're building products, what that looks like.

And then they're able to kind of give feedback back and say, Hey, we like this, we don't like that. And really just utilizing the tools that already exist. Great job. That's awesome.

I know it's nothing crazy, but sometimes it's hard to maximize all of those different tools.

That's true.

You're a great example of how it's working well, for sure.

My next question is more around, like, you pretty much vlog your entire life. And how has that transition been since you've started a business and you film everything? There's a couple big insights from that. The first is, I think we really, I even thought about it today, we really think about influencers and content creators as like, wow, how nice it must be.

That is a complete facade and I'm not even like I'm filming myself sometimes like I'm trying to not film myself. I'm trying.

How much of the time would you say you film yourself?

Well, it's not even myself. It's that I always am opportunistic. And when you're a content creator, you have that same mindset.

Like if I see, you know, a really nice photo or it's really nice outside, I'll like put the set outside and try to get content immediately. Like that's the more so ways that your mindset is completely different because you're always. Thinking of that, I do film myself a lot for TikTok just because that's like a quick and dirty, easy way to do it.

Also voiceovers sometimes take longer. So sometimes you see me say, Hey, I have this idea. What do you think? And just get quick feedback. But that was the one big one is just the amount of time that goes into content creation as a whole. Okay. So the content creator thing is one piece of it. That's one just great insight that I've had through it.

The other piece of it is really taking time to not be in that mindset of always needing to be opportunistic about what's around you and what to film. I really tried to do this on vacation to just take pictures as we, as I would normally. And then if there was one where like our tote bag was in it, like I would for sure take a video instead of just a photo, but really taking time to get out of that because it just becomes like this.

It's really unhealthy habit of going to dinner and needing to like, take a video of yourself at dinner or of you driving to the factory to go do like, it's just, it becomes a lot. Not always. Yeah. Intentional. Totally.

Well, that's a great answer. It sounds like you're living a healthy balance and you're trying very hard.

I'm trying to, yeah.

For you, how much time would you say you spend per day, like on apps or, um,

I am trying to really centralize it a lot more, so I would say I probably spend. At least, at least a few hours, for sure, probably at least two hours a day. Oh, nice. But it definitely shows, for sure. Oh, thank you. I appreciate it.

I'm trying to make it more time blocked, but even when it comes to like posting something or writing the copy or like checking something quickly, like, I wish we could work a little bit further out, but things for us just kind of are on a faster timeline anyways, so we kind of do work a little bit more agile.

Because they are not batching content, you're more in the moment or like day to day or week per week compared to other posts. Yeah, I think we know like roughly a few posts every week that we're going to have figured out a few weeks into advance. But

that's it. Like we do keep it really lean because I just feel like, you know, when we are filming or doing a photo shoot, like putting behind the scenes content for that day and just like filming as I go and just letting that happen.

Because no matter what on that day, you're gonna have to go and post it. So sometimes it's easier for me to just film as I go throughout the day with like one day I did deliver orders in person in Vancouver. And so I just filmed that as like a fun on the day of. So just trying to keep it a little bit more, a little bit less rigid.

It sounds like you're trying to be very intentional when it comes to your marketing as well. Yes. Kudos to you. That's definitely my biggest thing is it's so important to have the strategy in mind and show up in the way that you want to be, not just happening everywhere and burning yourself out. That's how I feel for sure.

How has your mindset changed when it comes to social and these expectations that you have when you're creating content?

I think it's really clear how much time it is and how much work it takes. So I think there's two sides of it of always getting as much content as you can, but also letting things sometimes not be as perfect.

I mean, it's okay. If something isn't out a hundred percent, I did work with an agency at one point to help with some things on social. And it was just, it wasn't a great experience through it. There ended up being a lot of things posted with like spelling errors and things that just like felt it was like an image post with sleep.

Well, like it was, you know, it's just like, we really want to be breaking through a little bit more connecting with the community. We're also all consumers. Like we've all. We're on the other side of it. We scroll past things all the time. And what's the point of putting the energy into posting something when you're just going to scroll past it?

Try to remember that mindset, but then also try to not make it so intensive that you get burnt out with social media.

Yeah, it's definitely hard to balance. So you're not working with the agency

anymore then? No, no, we've actually just hired on our first employee.

You did? Okay great.

Just starting, not yet, but soon she's going to be starting to take a lead on some of the social media pieces.

The one I was, that you were telling me about? Yes. Okay. Yeah, it's wonderful. Yeah, I'm really, really excited about it. It's a game changer for sure.

Yes, that would be so great to have some extra support in the social media.

Yes, absolutely. Awesome.

Okay, what is one thing that you think customers should know about your online store that they might not be aware of?

I think a point of friction sometimes, naturally, is price. I think people are used to spending very little on sleepwear. There's an industry where there's the H& M sets which are 30. And then there's really, really, really high end, which are, you know, 500 for like silk sleepwear. So it's trying to hit in a place where you're going to spend on something to invest in yourself.

And our target market has that financial capacity to spend on it. Like that's who we're looking to reach is the women that. That are willing to invest themselves in that affordable luxury piece of it, where they want to take that moment at the end of the day, they want to invest in themselves. They want to invest in something that's high quality.

And that is totally where we focus on. And I think sometimes people can see that and just, just bounce quickly. You know, we're not selling fast fashion. We're not selling things that are, you know, our sets are 169. And we're considering even raising the prices on that because it's just at the point where when we're in that realm, it's almost like.

Oh, well, maybe this is a little bit too low, like maybe this is like really easily affordable versus being a little bit higher where it's like, okay, this does stand for that luxury piece. That's something that we're entertaining right now for people to know.

Yeah. Yeah. And there's so much that goes into it.

I mean, made in Canada, there's so much production. There's so much planning. There's Your profit margin are probably not high, let's be realistic. So, I think people don't keep that in mind. They're just like, why would I pay that much money? But it's also okay for them to bounce off your site. You don't have to attract everybody.

You're attracting a certain audience. And I think you're doing very well at speaking to them.

Thank you. Thank you.

That's a big focus of ours, for sure. Just to make sure that that audience is there, and they know that that's who we care about, and that that's why we make the products that we do. Alrighty, well, we're pretty much wrapping up.

Tell me everything. Where can we find you online? And is there anything that you need us to know? Any special info? Any tidbits you want to share?

Sure. Well, yeah, our website is saray shop. com and some interesting tidbits is we are pumping out the innovation right now. Like we launched in November with one product, the set top and bottom in two colors.

We came up with one other color. And I think I really realized, you know, we need to be coming out with new stuff as much as possible. And so we are working on, I think it's five new right now products before the end of the year. So wide leg pant. Coming out that is gorgeous. It's the same fabric. It's all then this is all made in Canada too.

So the wide leg pan is pretty much done. We're doing a restock of our sage sets, which will be done early August, which is great. And then we are working on a loose short right now. So the same style with the same waistband, but loose. So kind of like a nice little side, cut up the leg in a loose fabric.

We're also gonna be doing a legging of the same pants, so the shorts just extended into a legging. Oh my god. Yes. Cozier for the winter. And something I've been toying with for a while lately is, um, there's a long sleeve opportunity, but I'm more interested in kind of what a robe opportunity would look like too.

I think that, you know, no matter what, women wanna be cozier when they're walking around the house, and I think we can create something for that.

Um, I would love a rope moment. That sounds right. Especially for the winter and the fall. We need to be cozy. So that's what we expect to come out of it. Are you expanding in any different colors?

We're gonna do the three for now, but there are so many opportunities in terms of what we can expand into. So if people want or have color ideas, always all we're open Always. Do you have hope if you had one color? What would you make the set or pants in that's not sage green, mocha brown, or ivory white?

I'm overthinking it already. I would honestly lean towards black.

Hey, that is what the Nettles Tale of Feedback has been too.

Interesting. Interesting. Like, honestly, I wear a lot of black. I'm a colourful person.

Black or navy? What's your pick?

Ooh. Ooh. I would also wear navy. I am torn between both. I would also maybe even say like a purple or like a Hmm.

Purple. That would be nice. Beautiful. Right and down.

Interesting that everyone is saying black.

Yeah, black. But we would rather lean more toward the navy just because black is just a little bit too we play in neutrals, right? So, the black just feels a little bit intense so we can be in a world of like a dark navy.

That might get that definitely leans into your brand more. Yeah. Right. So I've already been showing the photo shoots and black seems harsh. Yeah.

Right. So, okay. Maybe, maybe, maybe I'll keep it in mind. Okay. So your website is seray-shop. com. Yep. And where can we find you on social? Our Instagram is seray.shop. And you're on TikTok and Pinterest. I'm going to go follow on Pinterest and YouTube, a little bit of everything. And, uh, and yeah, we're just, we're gonna, we're in it for the long haul. So we're excited to experiment, see and test different things as we go. And again, just really be there for women in the moments that are reserved for them.

So amazing. I really appreciate all of the insight that you've shared with me today, Lauren. Thank you.

Thank you. Thanks for having me on the chat. I really appreciate this. I appreciate you and your warm energy. It's wonderful. And, um, and yeah, I'm looking forward to us staying in touch. Me too. Okay.

Take care for now.