

# Look Who's Talking

**Kori Jock** is keeping Kalamazoo and beyond wedgie free with her unique approach to panties. In 2006, she sewed her first pair for herself. She has turned this into a thriving online business and offers off the rack and custom made panties - recycled from favorite t-shirts. Check out La Vie en Orange online at [korijock.com](http://korijock.com).

**YOUR OLD FAVORITE TSHIRT MAKES YOUR NEW FAVORITE UNDIES!**



## What's that under there? Underwear.

had never been able to wear a pair of undies without discomfort until they found us. And that is no small thing.

As my business grows, I love thinking about the impact it is having on the community and in my contractors' lives. Our living wage is helping families support themselves. Our annual donation to women's shelters across the country is helping meet a basic need. Our undies are helping to reduce demand for some of the sweatshop made clothing in the world. Every action we take affects a person or the environment or our community. It's wonderful to be making the world a better place through underwear!

adventure; read business books and cotton candy fiction; make cookie dough (it almost never actually makes it to the oven); and belly laugh. And I like spending my lunch hours in the backyard with our chickens.

**What is the quality you most admire in a woman?**

Being genuine or authentic. I think society's expectations for what and how both women and men should be are far too rigid. Trying to conform or fit in or meet someone else's unreasonable expectations causes so much conflict, both internal and external. Life would just be so much better and more joyful if people were always free to be themselves and afforded the freedom of no one else caring (because why should anyone else worry about your being wonderful, unique, fabulous you?).

**What was your biggest leap of faith?**

Moving to Seattle for a boy. It worked out; he's now my husband.

**What is your motto?**

Go bananas! Or, "Sometimes you have to go out on a limb, because that's where all the fruit is." - Bob Ross

**What is your most marked characteristic?**

My optimism.

**Which cause is closest to your heart?**

Youth development. I worked for years for non-profits serving young people and still support work to help make sure young people get their basic needs met and recognize and realize their potential. The future should look bright for every young person!

**Where do you hope to see your business in five years?**

We wanna be in everyone's pants: global undies domination.

**Education?**

I studied CAD (computer aided design) for fashion and French at Western Michigan University, graduating in 2005.

**Tell us about your business.**

La Vie en Orange is a Kalamazoo-based business that turns thrifted and formerly-favorite tees into undies that put a party in your pants. While we love bright, bold colors and cheeky handmade screen prints, we also love taking people's old tees and turning them into their new favorite undies.

The best part is, if you get a pair and they don't fit exactly how you want them to, we'll take them back and do alterations until they're your perfect size. It's our Hot Booty Guarantee.

**What do you enjoy most about your career?**

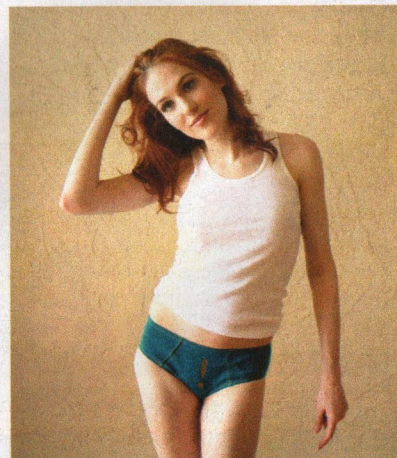
Connecting with the women and men we serve. I love hearing how excited our clients are about the undies and about how they've changed lives. It's a small thing, a pair of underwear, but the wrong pair can totally ruin your day. And we work hard to make sure our undies make people smile from the minute they put them on, and then forget them shortly thereafter.

For some of our clients with a chronic medical condition called vulvodynia, our Uptees are the first undies they've ever been able to wear without pain. Literally. I have several clients who



**What do you like to do in your free time?**

There isn't so much free time as a small business owner, but I love to run and bike; travel, whether it's to see family or for an



**Kori Jock**

**Hometown?**  
White Lake, MI

**Shown below:**  
Kori at work in her Kalamazoo studio. Credit to Mariia Kravtsova Photography; [www.mariiakravtsova.com](http://www.mariiakravtsova.com). All the others photos used with permission from Kori Jock.

