



NOVEMBER 2017

I'm writing to tell you about my newest and most personal project.

I've dedicated my career to art and aesthetics by way of luxury fashion. I've been a Founder, Creative Director, Buyer and Stylist in the luxury fashion industry for 15 years. I founded Totokaelo in 2003 and grew it from a single door in Seattle to a bi-coastal and online specialty retailer globally acknowledged for curating the best in luxury fashion.

My interest in fashion and clothing isn't hollow. I engage because of fashion's ability to influence culture and the dominant social ideas.

The clothing we wear is a visual representation of our values, and that representation matters and influences the world around us.

Within fashion, I resonate with designers who represent female strength, intellect and irreverence. I'm inspired and influenced by, among others, Martin Margiela, Phoebe Philo, Rei Kawakubo and Dries Van Noten.

I love my job. I love Paris and Milan fashion weeks and attending runway shows. However, with size 14 curves, finding clothing that I love *and* that fits, is a problem. There's a major disconnect between what's happening in fashion and the clothing that's available for women above a size 10. My desire to resolve this issue led me to question the current linear thinking around size and fit, and this rethinking led to the creation of ROUCHA and a multidimensional size chart.

First and foremost, ROUCHA is a fashion collection for strong, intelligent women with an irreverence towards conformative thinking.

Strong, intellectual, irreverent women come in all shapes and sizes. Part of being well informed and thinking independently is determining one's own standard of beauty. And that looks different for each of us. ROUCHA has inclusive sizing out of respect for every women's individuality.

ROUCHA is designed for women — curvy, straight, short and tall. It's a solution for petite women who are *over* having to hem all their clothes, and for tall women on whom clothing is consistently, unintentionally cropped. Standard size charts assume that as we get taller, we get larger. ROUCHA doesn't make this assumption and offers clothing in varied lengths and widths. ([Read more about ROUCHA sizing here](#))

I was educated in design, craftsmanship and textiles from fashion's best. However, my understanding of fit is informed by the thousands of hours spent in the fitting rooms of my retail stores styling women of all shapes and sizes. What I've attempted to create is a fashion collection that's both thoughtful and inspired, and that contributes to the current conversation challenging singular, universal beauty standards.

I look forward to hearing your feedback and meeting as many of you as possible.

All my best,

A handwritten signature in black ink that reads "Jill".

Jill Wenger
Founder