

Redefining Health & Wellness

#19

Featured this episode: Shohreh Davoodi & Micki Krimmel

Shohreh Davoodi: You are listening to episode number 19 of the Redefining Health & Wellness podcast. I've got Micki Krimmel, the founder of the size-inclusive athleticwear brand, Superfit Hero, on the show today. Superfit Hero's sizing goes up to a 5X, far outpacing any of its competition. Micki and I talked about her inspiration for launching the brand, who should get to call themselves an athlete, the Body Positive Fitness Finder she created, and more.

And just so you know, due to some technical difficulties, this episode was actually recorded in two parts on two different days. So when you hear the sound change about halfway through, that is the reason why. To access the show notes and a full transcript of this episode, head to shohrehdavoodi.com/19. That's shohrehdavoodi.com/19.

[Music plays]

Shohreh: Hey y'all, welcome to the Redefining Health & Wellness podcast. I'm your host, Shohreh Davoodi. I'm a certified intuitive eating counselor and a certified personal trainer. I help people improve their relationships with exercise, food and their bodies so they can ditch diet culture for good and do what feels right for them.

Through this podcast I want to give you the tools to redefine what health and wellness mean to you by exposing myths and misconceptions, delving into all the areas of health that often get ignored, and reminding you that health and wellness are not moral obligations. Are you ready? Let's fuck some shit up.

Y'all, I am super excited today because we have the powerhouse founder behind the brand Superfit Hero here on the podcast, Micki Krimmel, thank you so much for being here.

Micki Krimmel: I am so excited, I really love what you're doing with this show and I'm happy to be a part of it.

Shohreh: Well, I love what you're doing with Superfit Hero, so this is a perfect match. Why don't we just start by having you tell me about how the Superfit Hero

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brand came to be because I know it was a bit of a winding road and you don't actually have any background in fashion, right?

Micki:

That's totally true, yeah. I think if you told me 10 years ago that I would be the owner of a fashion brand, I probably would have laughed at you. I'm actually not even like a super fashion person. Yeah, what I am though is an entrepreneur. So I founded a few companies at this point, Superfit Hero is my third and so I have quite a bit of experience with brand building and online marketing, particularly community marketing.

So, my focus really has been on building communities online, so using blogs and social tools to get people engaged around social issues and brands and in a previous life, films and movies, and so that's sort of where I come from. I was at this point in my life where I was kind of trying to figure out what would be my next project. I had sold my previous company and I was very engaged in roller derby. I was a very competitive roller derby athlete at the time.

I think like most people, my sort of relationship with my body and with fitness was really always about weight loss. I never really considered myself an athlete growing up, but I was very active. I was always trying to lose weight and tried every diet and every fitness program. I ran a marathon once, like for the explicit purpose of getting skinny, which didn't happen.

It's kind of madness now when I think back on all the stuff I put myself through, just with the goal of being skinny. Playing roller derby really changed all that for me. My experience with roller derby was so transformative. When I started to view myself as an athlete, my relationship with my body completely shifted. I learned how to train with a goal in mind, like an athletic goal as opposed to an aesthetic goal.

There are certain things about being, like size helps in roller derby, right? You start to kind of appreciate the things about your body that you used to despise because they're helping you with your sport.

Anyway, it was a completely transformative experience for me and I realized that everything we've been taught about fitness and why we should participate in it was bullshit.

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- Shohreh:** Amen to that!
- Micki:** Even still, obviously there's a movement away from that now, but even still, fitness and movement is marketed as a way to put people into these tiny boxes of like, this is what you're supposed to look like. This is what a sexy body looks like and by the way, your purpose on earth is to be a sexy body!
- Shohreh:** Yeah.
- Micki:** I knew I wanted my next company to be about dismantling that. I didn't know what it was going to be, but I wanted to share with other people the amazing experience I had. This sort of transformative experience I had through roller derby. I was seeing all these other athletes around me having that same experience and I just felt like I wanted to share that. That's kind of where it came from.
- Shohreh:** I want to say that I have the utmost respect for people who do roller derby because that shit is hard!
- Micki:** Yeah, it is, it is and we're competing, I played with Angel City Derby, I think they're ranked sixth in the world now. We were fourth in the world when I retired three years ago. It was very, very competitive, to the point where it kind of becomes your whole life. It's also just a really beautiful community. It's extremely inclusive, it's very body positive.
- All of the founding ethos behind Superfit Hero is 100% from my experience in roller derby. And I spent the first couple of years focusing on the roller derby community. We were a roller derby brand for two years before I really started to expand to other markets.
- Shohreh:** One of my trainer friends here in Austin trains the vast majority of the Austin roller derby girls and they are just so cool and such a cool community of people. I understand the Texas team is actually pretty decent!
- Micki:** They're amazing. They're also like the first team, they originated, the modern roller derby started in Austin.

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Shohreh: Right, right, I remember hearing that, so yeah, the community here is definitely really cool. So, I love that this was your inspiration for starting this business. So then logistically, as someone who has no experience with fashion, who decides they want to start a fashion brand, what did you do? How did you make that happen?

Micki: Well, it's funny. It took me a while to even land on fashion. I knew what story I wanted to tell. I knew what I was trying to accomplish and so I had to kind of figure out what's the business that allows me to do that, right? So I ran the numbers and I sort of experimented with different things. I thought about doing events, like running events and obstacle courses.

I thought about opening a gym. I started thinking about what is the vehicle that I can create that will best help me tell this story and I started doing a bunch of research and obviously found there was a huge hole in the market for any really quality plus sized activewear. I just started doing a lot of surveys and questions.

I was asking all the athletes around me, "What are the most important tools that you have in your toolbox as an athlete," or, "What are the things you wish were better?" It kept coming back to activewear, like leggings specifically, which is where we started. I want leggings that fit, that don't fall down, that aren't see-through, that don't show sweat, that I don't have to think about.

I was like, okay, so I set out to design the perfect legging for athletes of a wide size range that would serve all of those purposes. The idea was like, okay, create something that fits so well that it makes the athlete feel confident. Confidence is our end goal, that's kind of the whole point and so we want our customers to feel really good in our stuff and feel like they can go and engage in their movement practice without worrying about how they look or feel in their clothing.

Shohreh: You tested these on people in your community, you got some prototypes built up, actually tested them out and then, I believe you eventually did a Kickstarter, right, and that's how you got your initial funding?

Micki: Yeah, exactly right. Again, I don't have a fashion background, but in L.A. there's so much fashion. We have pattern makers, factories, we have all of

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the skills here in L.A. and so I just kind of set out to find the people I needed, to help me get started. There's a website that I recommend called Maker's Row which is a really great place for people getting started in fashion or if you're making bags or you're making shoes.

It's basically a way for founders to connect with makers, so factories and pattern makers and all the people that you need to actually help you bring your vision to reality. This is a service that helps you find them near you.

Shohreh: Oh, that's really cool.

Micki: Yeah, and it was a huge help for me when I was just getting started. It connected me to all of my first factories and people that I worked with in the beginning. So yeah, I found a factory that would work with me to do the sampling process. The factory that does the sampling and the factory that does your production are not often the same and they're not the same for me.

So a lot of brands, what they'll do is they'll have a fit model, it's like typically a size four and then they'll fit everything on that fit model and then they'll just grade up and down from there. You add an inch, add an inch, add an inch and that's kind of how the sizing is set up.

I wanted to do it differently because I wanted to make sure it would fit on each size independently and so we started with a medium and a 2X as our fit models and then we went up and down from there. Then we created a size that, again, we just started with one, with just capris. We were just focused on one style at the time.

But we do this now with all of our styles. We create a size for our whole size range and then did real testing so that those athletes then take the product out. They tried them. Obviously we had people using them for roller derby, running, weight lifting, yoga, all of the things. Gave us their feedback, we made changes and we do that before we go into production on any style.

We did that initially on the capris, which is the first style that I released and again, because I was playing roller derby at such a high level, I knew I had access to the roller derby community. Kickstarter made a lot of sense for

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me because I had this, I was a member of this really supportive awesome community that shared my values.

I felt like they would probably support me in a Kickstarter and so it was just all kinds of perfect fit. The Kickstarter went really well. We raised \$55,000-

Shohreh: Ooh, a lot of money!

Micki: Yeah, my community really came out and showed me, and the Kickstarter is kind of a test too. It's like you're testing your messaging, you're testing your price point, you're testing whether this is something people really want and need in the marketplace before you just go and do it. The fact that it was so successful made me feel like, okay, there's something here, this is a valuable project to pursue.

Shohreh: Right, because you saw this gap in the marketplace because I believe you yourself are actually straight size, but your sizing goes all the way up to a 5XL.

Micki: Yeah, I'm a large and so I'm like, I'm the straight size fit model and then we do a 2X, exactly. For me size inclusivity is a feminist topic, right? I just wanted to create a feminist brand that sort of expressed my values and it seemed to me like to do that and not be size inclusive is counterintuitive.

Shohreh: I love that you said that because I 100% agree with you that size inclusivity is an important aspect of feminism. And unfortunately, I think there are pockets of feminism who have not caught onto that yet.

Micki: Oh yeah, most definitely, yes!

Shohreh: What was the inspiration for the name of the brand?

Micki: It's so funny. Naming is hard, it's so hard.

Shohreh: It is freaking hard!

Micki: It's so hard, it's almost impossible, and even now there are days that I'm like, does the name fit? But I was thinking about just this idea of who are heroes are and who we look up to. Particularly in sport, so obviously this brand was really born in sport, like roller derby specifically, but just about how we make superheroes of our athletes. We look up to athletes and I

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just thought about, it would be interesting to create a brand that elevated a different kind of athlete into that role.

That sort of showed more diversity of what a superhero could be. Then as I started thinking down that path of superheroes, it just turned more into the whole personal superhero journey as well and celebrating your own accomplishments. Your athletic accomplishments in a way that carries over and creates confidence for the rest of your life, like that's really what the superhero is for me. It's convoluted, but we're sticking with it.

Shohreh: I love it, especially because I know you have been working so hard to redefine what we think of when we think of athletes. And you really see this too with the brand's sponsored athletes as well.

Micki: Yeah, for sure, that's one of the most fun parts of my job is that I get to connect with, and elevate the stories of athletes that are being ignored by more mainstream brands. One of the first people we collaborated with, Sarah Robles, I mean she's an Olympian, right? She's the strongest woman in America. She won the Weightlifting World Championships in 2017, I believe.

I mean, she's just a badass, right? The fact that I'm able to sponsor her and she's not with some huge, multinational corporation, like I'm glad, it's great for me but it's like, that's a problem. She's our best chance at a medal in that sport in 2020. She won a medal in the last Olympics. I would say I'm stoked to have her, but like she should be making bank and I can't afford to pay her bank.

Yeah, there's athletes like that across all kinds of sports and activities that aren't being recognized by the big brands and it creates a really fun opportunity for us to step in and do that.

Shohreh: Sarah is amazing. I started following her social media because she was one of your sponsored athletes and I swear, she's always winning something! Every time I'm on there she's gone to some new, big meet and hit some new giant goal that I could never hope to lift in my entire life. She is just incredible and you're right, it is a travesty that she is not sponsored by any of the big athletic companies, simply because she doesn't 'look' like the kinds of athletes we're used to seeing in media.

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Micki: Exactly, exactly and her personality, too, she's just the best. She's sweet and open and warm and hilarious. I mean yeah, she's great and she's been a huge supporter. I mean ever since day one when we were nothing, she took a chance on us really early on and I'm so grateful for that. She's just the best.

Being able to create these relationships with the influencers in this space who are out there and telling their story and trying to make it easier for people coming up behind them. It's a huge blessing; I'm so thrilled to be able to do that and support them and just connect in that way.

Shohreh: Definitely and we're so glad that you exist. I constantly send people to y'all's stuff because this isn't out there. These clothes aren't out there. For those who do not know, it's actually very hard to find plus-sized clothing in general, especially the higher that you get up the size chart. So I have to ask, is it harder and more expensive to make clothing in more inclusive sizing? It seems like maybe it's not and people are just coming up with the bullshit excuse for not to do it?

Micki: Yeah, I mean, my sense of that broadly is that it's mostly a bullshit excuse. I think fashion- I mean, fatphobia is like a huge deal in industries like fashion and obviously fitness. I think that brands come up with excuses to defend their practices rather than really think about what it would take to change them.

I mean, that said, there is cost to the process. Every time you bring in more fit models, they have to pay the fit models. They have to make new patterns, but the reality is, those are things that are happening anyway. You're creating patterns every time you do a new design. You have to figure out the grading for every new design.

The real difference is, you can't just grade up from a straight size and expect it to fit all of plus-sized bodies. You really do have to tailor the pattern to fit different bodies. There is a case where for certain styles there may be more than one pattern and it is slightly more expensive. You're missing out on over 50% of the marketplace by not providing plus-sized options. So I don't think that argument makes a ton of sense, to be honest.

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Shohreh: Right, because the amount of money that you stand to make from including everybody else that you're not including right now seems like it would far exceed the initial cost of bringing on those extra sizes.

Micki: Oh, absolutely! It would definitely far exceed it. I think for brands that already exist, that already have their fit established, it is more challenging to make changes to styles that already exist. For new styles moving forward, I think it's inexcusable to not offer them in a size inclusive range, especially for newer businesses that are just coming onto the market. It just doesn't make any sense to me. You're making a choice at that point to explicitly exclude people.

Shohreh: Right and I think it's frustrating too because a lot of brands have now gone down the pathway of inclusive marketing, without actually including everybody in their sizing. So Outdoor Voices, I know, is one of the companies that has done this and I'm just like, if you're gonna put the bodies out there and claim that you're body positive or whatever, you have to actually walk the walk too.

Micki: Yeah, that's a brand that I have explicitly railed against on the internet just because they sort of get a lot of attention for being 'body positive.' Yeah, their size range only goes to a size 14, which is not even big enough for the average American woman to wear. I just don't see how you can kind of put your brand out there as this inclusive, easygoing, everybody can move kind of lifestyle brand when you're literally excluding the average American woman from purchasing from you.

I think that, yeah, especially these brands, they have over \$50 million in VC funding and these brands are super well-funded. They've got the money and the resources to do the market research. They should have known better, right? I think that is a perfect example of a brand making a choice about who they want to serve and who they are not interested in being a part of their community.

Shohreh: Right, and what always comes up for me when I think of y'all's leggings too, is the fact that superheroes need to carry shit and you guys have freaking pockets in your leggings! And like, all of these major brands are

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lacking in pockets. I'm like, how have people not caught onto the fact that we want to be able to carry stuff around with us?

Micki: I mean they've certainly caught on. It's funny you see your designs popping up in other places and some of your messaging in other places. That's just the way it goes, you know what I mean? Yeah, pockets, they're like a feminist calling card, right? For so long women have been denied access to usable pockets on our clothing. We didn't start with pockets but we added them pretty early on and it became very clear that it was gonna be our signature style.

Shohreh: You guys even ran a contest recently about what people were carrying in their pockets, which was hilarious.

Micki: Yeah, it was super funny. Over the years people kept sending us videos and photos of just random shit in their pockets, alcohol, booze is a really popular one, because they're huge pockets. So we decided to do a contest based around that. Yeah, it was super fun and the community got super into it. The winner, we posted a bunch of photos, she has a wide collection of pets.

She did one with a snake and a rat, like all these different animals in her pockets, it was pretty fun. I mean that's really the most fun part of the brand is like; we really do have a super tightknit community on social media. Our Facebook group, it brings me joy every day and for me to say that about social media says a lot!

People are just super supportive and really positive. It's like a really safe place where people can just be wacky and ridiculous, but also talk about what are their real struggles. The pocket contest was just kind of a fun way to engage with those people.

Shohreh: Yeah, the Facebook group is so much fun and I'll definitely be posting a link to that in the show notes so that people can go join it. You also do every Friday, you guys have Fur Baby Friday, so that always brightens my mood as well, seeing all the cute critters.

Micki: Yeah, that was started by our community. We do our superhero moment once a week where we ask people, what was the best thing you did this

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week? It could be a fitness thing, it doesn't have to be, but that's a really inspiring post. Then one of our members started Fur Baby Friday, which kind of just took off on its own. I actually recently lost a pet and that group has just been really great.

Shohreh: Yeah. And I want to talk too about another piece of your community, which is your Body Positive Fitness Finder. Tell me about, one, what it is and what the inspiration was to create it?

Micki: Yeah, the Body Positive Fitness Finder is an online directory of explicitly body positive fitness and movement activities. So no matter where you live, you can type, mostly the U.S. at this point, but you can type in your address and what type of activity you're interested in and you'll find someone near you that is offering a body positive version of that fitness practice.

We have CrossFit coaches, tons of yoga, there's group running, there's all kinds of really, hiking, basically any type of movement practice you can imagine, we have somebody on the Body Positive Fitness Finder that is offering that. We basically realized at a certain point, we started off; our micro influencer strategy on social media had always really been to focus on trainers and teachers that were operating in this space.

So when I started getting into this and researching what was happening, I was so inspired by the work people are doing to actually make this a reality. To give people this option and so we started sending product to people and getting reviews and doing the discount codes for sponsored trainers and that kind of thing.

I realized at a certain point that we were building relationships with hundreds of trainers and teachers and on the other side of our business we had thousands of customers that would potentially want to enlist their services. And so it was kind of a no-brainer to just build the page on the website to hopefully make those connections.

We don't charge for it, it's totally free for trainers and for customers. We really just want to like build that community and get people connected, utilizing our role sort of, just as that connection maker. Obviously it helps

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us to build relationships with people that are in our space and that are building, what I believe is the future of fitness.

As a brand we kind of want to own that space. We want to be the brand that people think of when they think of body positive fitness. And so it makes sense for us from a business perspective too, but it's really just in line with what we care about and what we think about every day.

Shohreh:

Absolutely. It has been really cool to be a part of the Finder and get to meet all of the other trainers who are a part of it as well because it's given me connections that I didn't have previously, and like you said, it's free, so it's such a great resource for all of us and a potential way to get new clients.

If there are trainers listening right now, who are maybe interested in applying for this, what do they need to do? Are there certain requirements they have to meet?

Micki:

Yeah, very much so. If you just go to superfithero.com, there's a tab that says Body Positive Fitness Finder. That takes you to the Finder and you can kind of see who is one there and what each listing looks like. Then there's a big link for you to apply right there on the website. The application takes you through questions like: What is it about your process that is explicitly body positive, to make sure that everybody is in line with our values and what that even means. Like what is body positive fitness anyway?

For us, it means a movement practice or a fitness practice that is about the joy of moving and the health benefits that come from moving your body, especially the mental health benefits but that shy away from the more aesthetic selling points that we're used to with fitness. We don't support anybody who sells intentional weight loss services. We're staying away from people who use any sort of diet culture language or 'before' and 'after' pics in their advertising, that kind of thing.

We actually have a whole page up that lists all of our partnership guidelines, that really outline who we're looking to partner and what's required on the application. That said, this is a learning process and I think

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that this space is evolving and so we're sort of figuring out as we go and we're taking the lead from the trainers themselves.

You all know more than we do about what it takes to be explicitly body positive in a fitness practice and so we're learning from people like Amber Karnes and Ilya Parker and Body Positive Fitness Alliance and they've created the sort of pillars of what it means to be body positive and a movement practice. We're really taking the lead from people like that who are doing the work on the ground.

Shohreh:

Yeah and the Body Positive Fitness Alliance is amazing and they have some great courses out there as well for people who are kind of wanting to transition from a more traditional, maybe, training/exercise standpoint to a more body positive one, so I'll link to them as well. And I'm actually, I'm so glad that you guys have those guidelines and requirements and I'll include those too in the show notes because I think these concepts are getting really diluted as things like 'joyful movement' and 'intuitive eating' are becoming more mainstream.

People are kind of co-opting the language, but they're not actually doing the thing and it's really frustrating for those of us who are doing the work to see that because it's just confusing everybody out there.

Micki:

Yeah, I think it's a fair complaint that 'body positivity' has become a marketing term. I say that as a brand that is built on it. I think it's a super fair complaint and it's important to us to be really clear about what we mean by that term. We've seen that with people that apply to be included on the Finder.

The problem is, it's so murky that trainers will think that they are body positive. They will really believe that they are and then when you dig into what they're doing, it's still all around weight loss. And so there's this confusion about the term in the marketplace as well, is like it's not necessarily just people co-opting or trying to use it to make money.

There's real confusion about what the term is. It's part of the argument why people are talking about 'let's not use it anymore' and I understand that completely. But there's also, I think this was part of a process, a thing that needs to mainstream, becoming mainstream, right? It becoming

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mainstream is not a bad thing. That's actually what everyone is working towards, right?

We want everybody to have a better relationship with their body and to experience the freedom and the wellness that that affords. In order for that to happen it has to mainstream. I think by just helping clarify what it means and what it looks like and cutting out examples of people who are doing the work in a really dedicated way, I think it's a better approach than like backing away from the term altogether.

Shohreh: Yeah, and I think one of the biggest issues with it becoming mainstream is that people are forgetting its roots and people who started this movement are being silenced, and y'all as a brand are not doing that. If anything, you're amplifying the voices of people who the mainstream movement are trying to silence.

So I think as long as you are continuing to stick with the spirit of what it is supposed to be and making sure that your brand is in alignment with those values, then I see no problem with continuing to use body positivity as the root of the brand because that makes a lot of sense to me.

Micki: Yeah, and this is a huge part of what we try and do. I got excited about this movement by getting to know those people and researching their work and just being so inspired by it. I created Superfit Hero because I want to be a part of that movement, not because I'm trying to be at the front of it, not at all. I think you're right, there's a huge difference there, for sure.

Shohreh: Yeah and you've done such a great job too, I think, even though it is your brand you built it, you're also not really the face of your brand, do you know what I mean? You have gone out of your way to make sure that other people are the face of the brand, who aren't normally the face of brands, which is fantastic.

Micki: Yeah, I'm hoping to build something larger than myself, that's kind of the point here. I'm using my skills, which are entrepreneurship and brand building, to support an idea that I believe in and yeah, the best way for me to do that is definitely not by putting myself at the front of it.

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Shohreh: Are there any other exciting projects coming down the pipeline for Superfit Hero that I'm allowed to know about?

Micki: Yeah, I know. I have some, working on some really fun stuff that I'm not ready to talk about yet, unfortunately.

Shohreh: Fair!

Micki: Yeah, some really fun collaborations and I would talk about them if they were official yet, but they're not. I'm super-super excited about that for next year. We are putting together a really fun campaign that I can start talking about, for New Year 2020. We've been sort of using this tagline, 'I work out because I love my body, not because I hate it.' We send stickers with every order that has that message on there and people just love it.

We get a big response from that, from those stickers and we actually just started selling them in three packs on the website because people want more than the one that comes with their order!

Shohreh: I have one in my studio!

Micki: Yeah, exactly, I know, I have a bunch of them all over my office. But yeah, we're sort of building on that for our New Year campaign. We're featuring some really great athletes doing the thing that they do and that's sort of the messaging around it. I'm really excited about it because it ties back directly to the Body Positive Fitness Finder and so the whole point is to promote that there are sort of resolution season and this diet culture mayhem everywhere.

It's sort of the prime opportunity for us to promote you all and the work that you're doing by linking people to the Body Positive Fitness Finder. So I'm really excited about that campaign because it gives us a way to promote all of you all and our community there. That's the next big thing that we're working on.

Shohreh: I'm definitely looking forward to that. I know 2019 has already been such a huge year for y'all, so I'm sure 2020 is going to be even bigger.

Micki: Yeah, definitely. We have had some struggles just with like the production side of things. I mean, fashion it's like kind of crazy with how hard it is to

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make stuff, but yeah, we're getting there. We've got a really supportive community, we have some new styles in the works that haven't been seen before that I'm super excited about, that we'll launch in conjunction with that campaign in January.

Then some fun collaborations we're working on for next year that will also bring new styles to the line. So yeah, it's cool; I'm really excited about next year. Next year is going to be a bang-up year for Superfit.

Shohreh: Hells yeah. All right, I know you've listened to the podcast before, so you know this question is coming. I want you to tell me how you define health and wellness for yourself at this moment in your life. I'll also add on, because I know that you have retired from roller derby, I'm curious what you've been doing for fitness these days as well?

Micki: Hmm, yeah, I retired from roller derby about three years ago and I had taken up CrossFit while I was playing roller derby, as my cross training for roller derby. That has continued. I'm still super into CrossFit. I've got a great gym here that's just a really nice culture. It's not very competitive, we just show up and have a good time and it's really, really fun.

But I'm starting now to do a little bit more just like, more personal practice, like yoga and running. Kinds of things where I can just kind of like get into the zone and get a little bit more meditative with my practice, as opposed to just sort of the competitive social fun aspect of CrossFit, which I also really enjoy.

I'm very much trying to; I'm doing a little bit less CrossFit and a little bit more of those solo practices, which is where my head is right now. That is actually how I would define health and wellness, just following my needs. There are times when I feel like I want to get really aggressive and be competitive and I go to CrossFit. And there are times when I realize I need to slow down and get centered and so I'll do some yoga.

I used to be very goal orientated in my fitness, as a competitive athlete and that was great and it changed my relationship to my body in that it stopped being about weight loss and it started being about athleticism. But even that is still goal oriented fitness practice. And so now I'm in the

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place where I can really use my movement practice as a way to just like center myself and feel better.

And that's been really fun to figure that out. So yeah, that's kind of how I define it, if that makes sense?

Shohreh: Yeah it does and that's actually been a big change for me as well as I've really kind of backed off from the goals focused strength training, which I did for nearly a decade and it was amazing and it was wonderful. I just reached a point where I was like, I don't really care if I can deadlift 220 pounds anymore, I'm good.

Micki: Yeah, it's an interesting transition. It started off, for me, as fitness was always a tool for weight loss and aesthetics, that's what it is for most of us. And then once I started competing in roller derby, it became very goal oriented, how much weight could I lift, how many points can I score, how well does our team do. That was a huge transition for me, that was super valuable in my process.

Now that that's over, I'm in the next phase, which is learning how to move my body simply for what I need to feel successful and happy. It's mental health is the main thing, like if I don't move for a few days, if I take a few days off from any kind of movement practice, I start to get sluggish. I feel like my brain is slowing down. It really is just about optimizing my own wellbeing at this point.

Shohreh: Yeah and I think that's a really beautiful thing about movement, is that our practices and our goals and all these things can change. I think sometimes people get really freaked out about change but I'm like, I think it's a really cool thing to see how movement has completely changed over the course of the last 10 years, having gone through all these different cycles of interest and things that I want to do. I'm like cool, my body can do whatever I want it to do, it's up to me, which is so powerful.

Micki: Totally and importantly, you might need to just take some time off altogether. You go through something in your life that you don't have the time or the energy or it starts to feel like it's not helping. That's the flexibility that's built in now, that I have, that I never had before.

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Shohreh: Yes, believe it or not, sometimes it is better to play video games and watch TV than it is to force yourself to go work out again. People think I'm kidding, but this is the truth.

Micki: No, 100%. 100%. Yep.

Shohreh: Awesome. Well, thank you so much for being here Micki. I know you've mentioned these once or twice throughout this episode, but one more time if you can tell me where people can find Superfit Hero on the interwebs?

Micki: Yeah, superfithero.com is the hub of all things Superfit Hero. Then we're just @SuperfitHero on all of the social media platforms.

Shohreh: Perfect. I'll link to that; I'll link to the Facebook groups and all that good stuff. I appreciate you being here. I love your brand, it's so awesome and I'll also include for y'all. I have my own discount code that you can use. I don't get any kickbacks or anything, I just love sharing. So if you're interested in trying out the leggings or anything else from Superfit Hero, you might as well do so with a discount.

[Music plays]

Micki: Awesome, thank you so much, this has been a really fun conversation and I'm a huge fan of the podcast, so keep up the good work.

Shohreh: And that's our show for today. I appreciate you listening to and supporting the Redefining Health & Wellness podcast. If you enjoyed this episode, it would mean so much to me if you would subscribe and leave a review with your podcast provider of choice. It will really help other people who might benefit from the podcast, to find it more easily.

I also love chatting with listeners, so feel free to screenshot from your podcast player, post on social media and tag me. If you're looking for more information on what I'm all about and how to work with me, head on over to shohrehdavoodi.com. I hope to see you for the next episode.