THE BIG BOOK OF QUEER BUSINESS BY queerency.

250 QUEER BRANDS INSIDE

QUEERENCY.COM/BIGBOOK

THE BIG BOOK OF QUEER BUSINESS

Table of Contents

Accessories 5 Novelties 38

Apparel 9 Scents 39

Art 16 Shops 42

Beauty & Skincare 19 Sex-Positivity 43

Books 23 Swimwear 46

Cannabis 28 Underwear & Intimates 50

Food 31 Wellness 56

Home 34 Non-Profits 59

Money 36

About THE BIG BOOK OF QUEER BUSINESS

Happy Pride Month! Welcome to the firstever Big Book of Queer Business—our guide to hundreds of queer-owned brands and businesses.

If you are looking for a way to counter big corporate Rainbow Capitalism run amok, we've got you covered.

From accessories to art, from beauty to books, from swimwear to sexy time, there is something here for all interests, tastes, and budgets.

We celebrate queer entrepreneurship 365 days a year at Queerency, and we hope the businesses highlighted herein will garner your support this Pride Month and beyond.

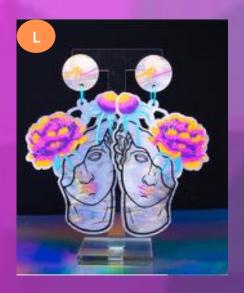
Important Notes:

- 1. Purchase with Patience. The COVID-19 pandemic has caused supply chain shortages and shipping delays for companies worldwide, and this is especially true for many queerand minority-owned small businesses. Many brands in this guide provide specific order deadlines on their websites. Pay close attention to those dates and refer to each respective brand for guidance. Please be patient and lead with love when ordering from these small queer-owned brands.
- 2. Embrace Intersectionality. All brands listed are founded, owned, and/or led by queer people. Throughout the guide we've also highlighted the intersectional identities of some business owners to make it easy for you to invest in queer people who belong to multiple marginalized communities.*

KEY

- A Asian-Owned
- AB Arab-Owned
- B Black-Owned
- D Disabled-Owned
- IM Immigrant-Owned
- Latinx-Owned
 - N Native-Owned
- NB Non-Binary-Owned
- Trans-Owned
- W Woman-Owned
- 2S Two-Spirit Owned

*We did as much research as possible on each brand/person and have highlighted any intersectional identities that they indicated. The identities highlighted—like the Big Book of Queer Business itself—are not all-encompassing and some people may have other identities that are not listed.



NINKA POP Limited edition, unique, handmade statement earrings & bags.

https://www.ninkapop.co m/



SONIA LAZO

Accessories from El Salvadorian illustrator and tattoo artist Sonia Lazo.

https://www.etsy.com/shop/SoniaLazolllustrator



MEG EMIKO ART

An Asian American trans nonbinary artist who specializes in trans & queer-affirming prints and apparel.

https://www.etsy.com/shop/mege miko



STITCHMONGER

Max Guo (they/them) is a transmasc mask maker known for their signature trans, asexual, non-binary, and pride flag face masks.

www.etsy.com/shop/stitchmonger



SYRO

A footwear brand that creates stunning heels for all genders

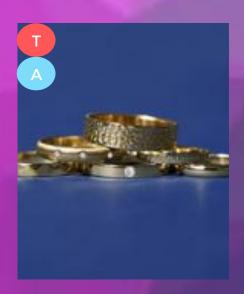
shopsyro.com



ÉTALON BY STEVE CANAR

Luxury, gender neutral ready to wear jewelry, accessories, and apparel for the confident

https://etalonbysc.com/



AUTOMIC GOLD
Fine jewelry made from reclaimd solid gold
www.automicgold.com



BLACKMARZIAN
Afrofuturistic metalwork
jewelry
www.blackmarzian.com



BLACKQUEERMAGIC
Custom-made crystal jewelry
https://bqmny.com/



BURKINABAÉ ACCESSORIES
Intricate West Africaninspired accessories
https://burkinabae.com/



C1V1L JEWELRY
Luxury mission-focused
jewelry brand
https://civiljewelry.com/



COCO AND BREEZY EYEWEAR

Eye-catching eyeglasses from twin DJs
and visual artists Corianna and Brianna
Dotson https://cocoandbreezy.com/



COMERCIO POPULAR

Mexican-inspired accessories
and home goods

https://www.instagram.com/ comerciopopular.co



STEALTH BROS & CO

Luxury dopp kits built to store medical necessities for the transgender, diabetic, IVF and injectable communities

https://www.stealthbrosco.com/



TELFAR

Must-have affordable luxury handbags; CFDA 2020 Accessories Designer of the Year

https://shop.telfar.net/



PAL'S SOCKS

Fun mismatched animal socks for kids and adults https://palssocks.com/



BIANCA'S DESIGN SHOP

Inclusive pride pins & gifts https://www.biancadesigns.co/



BOWTIE BEHAVIOR

Handmade bowtie company based in Harlem https://www.bowtiebehavior.com/



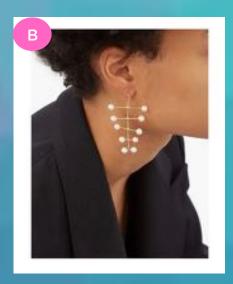
REFORMEDSCHOOL
Wearable art made from
recycled and repurposed
materials

https://reformedschool.com/



SUNNI SUNNI FOOTWEAR
High-end conceptual footwear
characterized by sophisticated,
yet street smart design

https://www.sunnisunni.com



MATEO NEW YORK

Modern fine jewelry, handmade leather bags, and scented candles all at affordable price point.

https://mateonewyork.com/



KHIRY
An Afro-futurist luxury brand

https://www.khiry.com/



SIMON ALCANTARA
Handmade, magical, whimsical,
and modernist fine jewelry

https://simonalcantara.com/



BEAD + COWRIE JEWELRYLittle art pieces for EVERYbody

https://beadandcowrie.bigcartel.com/

FROM BEST FRIENDS TO BOYFRIENDS TO BUSINESS PARTNERS

Sergio Aragon (he/him) & Jesus Gutierrez (he/him) are best friends turned boyfriends turned business partners! Jesus and Sergio are the founders of Gay Pride Apparel, a first generation Mexican-American & LGBTQ+ owned brand focused on empowerment, pride, and authenticity for year-round pride. The company makes high-quality products for all identities and has been trusted with over 16.000 orders in their two short years of existence.

We spoke to Sergio and Jesus in February and they shared why they started Gay Pride Apparel, how their extensive personal history makes them great business partners, and more.

Read on Queerency



Jesus Gutierrez (he/him) and Sergio Aragon (he/him), owners of Gay Pride Apparel



DAPPER BOI

A gender-neutral, everyday clothing line for androgynous individuals of all body types

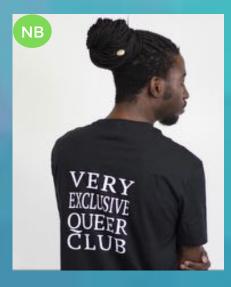
https://www.dapperboi.com/



DEMESTIK

An African-inspired sustainable lifestyle brand with products ethically made on demand

https://www.demestik.com/



BECCA LOVE

Handcrafted, identityaffirming apparel

https://www.beccalove.com/



GAY PRIDE APPAREL

Thoughtfully designed apparel for all identities

https://gayprideapparel.com/



FRINGE + CO.

Wearable fun made in New Orleans

https://fringe-co.com/



ASH + CHESS

A stationary and printing company based in Richmond, VA

https://ashandchess.com/

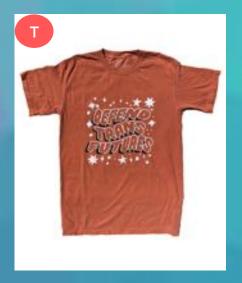


GRRRLSPELLS
Horror and occult inspired
queer clothing, art &
accessories
https://www.etsy.com/shop/grrrlspells/



HAUTEBUTCH
Masculine-inspired
androgynous clothing

https://hautebutch.com/



https://transfigureprintco.co

TRANSFIGURE PRINT CO.

LGBTQIA+ Inclusive Print



QUEER GEAR

Queer-owned and Michigan-made clothing and accessories

https://shopqueergear.com/



ADAM DALTON BLAKE
Clothing from contemporary
designer and illustrator Adam
Dalton Blake

https://www.adamdaltonblake.co m/



G. QULTUREDesign shop creating fluid and non-binary art intentionally curated to qultivate your space and mind.

https://www.gqulture.com/



KIRRIN FINCH
Menswear-inspired,
androgynous & tomboy style

https://kirrinfinch.com/



MACHINE

Queer apparel and accessories

https://otherwild.com/collections/machine-x-otherwild



HILLS & HOLLER

Goods for magical beings

https://linktr.ee/hillsandholler/



NICOLE ZIZI STUDIO

An eco-conscious, sustainable, and gender-free premium street-wear & accessories brand https://nicolezizistudio.com/



NO SESSO

Italian for "no sex/no gender," No Sesso is the first trans-owned brand to show at New York Fashion Week https://nosesso.la/category/shop



OFFICIAL REBRAND

An anti-waste, gender-free clothing brand specializing in upcycled garments https://officialrebrand.shop/



ORTTU

Clothing brand for men who are in touch with their individuality, strength, and inner beauty

https://orttu.com/



OTHER IS A MYTH

A 100% trans-owned and operated brand that contracts exclusively with BIPOC & QTGNC designers and artists https://otherisamyth.com/



PHLEMUNS

A gender-inclusive fashion label that blurs traditional design constructs and shapes, shattering the glass ceiling of binary clothing

https://phlemuns.com/



K.NGSLEY

A Black-owned brand birthed from the vibrancy and community of activism and the club scene. The brand exists to serve the Black, Queer, and Femme.

https://k.ngsley.com/



STUZO CLOTHING

A gender-free apparel company for all humans

https://www.stuzoclothing.com/



TERRANCE WILLIAMS DESIGNS

A high-end, sustainably produced, and ethically sourced clothing and accessories line

https://terrancewilliamsdesigns.co m/shop



THE BEAU NEXT DOOR
A lifestyle brand by Fashion
Institute of Technology-trained
creative director Sky Vargas

https://www.beaunextdoor.com/



THE PHLUID PROJECT
A gender-free fashion and accessories brand

https://thephluidproject.com/



QUIRKY QUEER

A small apparel brand with a big heart, specializing in quirky and cool t-shirts.

https://quirkyqueer.com/



THE #BLAIRISMS

The #BLAIRISMS apparel is for the melanin loving, pro-BLACK, warriors at the front lines of the resistance

https://theblairisms.com/



QUEERENCY SHOP

Our first merch drop featuring our slogan, "Not Gay as in Rainbow Capitalism, but Queer as in 'F*ck You, Pay Me"

https://shop.queerency.com/



WILDFANG

A clothing brand for badass women everywhere driven by the "radical" belief that a woman has the right to wear whatever the hell she wants

https://www.wildfang.com/



A TRIBE CALLED QUEER

T-shirts and accessories that share messages of empowerment for marginalized communities

https://www.atribecalledgueer.com



PLAY OUT APPAREL

Gender-equal apparel brand made in New York City.

https://www.playoutapparel.com/



Q THREADZ

This Canada-based sliding scale thrift store offers an inclusive, safe, and sustainable way to shop

<u>instagram.com/qthreadz</u>



OUTTIRE

Where fashion meets pride. 5% donated to LGBTQ+ charities.

https://outtire.com/



PAWS OF PRIDE

Cute, colorful apparel and acccessories

https://www.pawsofpride.com/



TRANSCEND APPAREL

LGBT+ and POC pride inspired hoodies, shirts, stickers, and more.

https://www.transcendapparelonline.com/

BLACK QUEER TAROT IMAGINES A WORLD WHERE BLACK QUEER PEOPLE THRIVE

Created by Harlem-based multimedia artist Kendrick Daye, Black Queer Tarot remakes the traditional Tarot arcana with a diverse cast of muses that centers Black queer people who are not just living, but thriving. The deck includes 78 larger than standard cards printed on premium card stock, original photography and collage work centering Black queer people, and an optional hardcover companion guidebook.

We recently spoke to Kendrick
Daye about the inspiration
behind the deck, what he
learned during the process of
making it, and his vision for a
Black queer future.

Read on Queerency



Black Queer Tarot creator, Kendrick Daye

Art



AMINA MUCCIOLO

Rainbow visual artistry and design (stickers, prints, apparel, and accessories)

https://arainbowinyourcloud.com



MAKE GOOD CHOICES

Cute creations made by queer ceramic artist Alex Simon

http://www.makegoodchoicessh op.com



EGO RODRIGUEZ

Queer art and illustrations described as "Tom of Finland meets Warhol"

https://egorodriguezshop.com/



FÉLIX D'EON

Artwork dedicated to queer love and pride; Mexico City-based

https://www.etsy.com/shop/theartoffelixdeon



KENDRICK DAYE

Mixed media collage art and apparel

https://www.kendrickdaye.com/s hop

http://blackqueertarot.com/



SPARROW PAPERCRAFT

Intricate wycinanki (the polish art of papercutting) work by Megg Sorensen

https://www.sparrowpapercraft.co m/

Crypto Art



SARAH ZUCKER

An artist and writer who specializes in mixing digital and analog video techniques and the use of VHS, she has been creating NFTs since 2019.

http://www.sarahzucker.com/



EDGAR FABIÁN FRÍAS

A nonbinary, queer, indigenous (Wixárika) and Brown multidisciplinary artist, curator, educator, and psychotherapist.

https://www.edgarfabianfrias.org



STUART SANDFORD

A multidisciplinary artist from the UK who has exhibited his work widely in galleries and museums internationally

https://www.stuartsandford.com

ASATA & VICTUS: BESTIES TURNED BUSINESS PARTNERS

What happens when two besties launch a beauty business in the middle of a pandemic? The result is AxV Beauty: a natural skincare and wellness brand that was founded on the notion that healthy skin doesn't have to be perfect skin. Best friends and founders Asata Evans (she/her) and Victus Rose (he/him) launched the brand in 2020 and have quickly cultivated a community of skincare enthusiasts who embrace the occasional blemish and are charged with normalizing textured, melanin-rich skin.

Victus, a queer Black man, and Asata, a Black woman and ally of the LGBTQ+ community, tell us how they learned to adapt to "friend languages" in business, what advice they have for other besties looking to become business partners, and more.



Victus Rose and Asata Evans, founders of AxV Beauty

Read on Queerency

Beauty & Skincare



ALDER NEW YORK

Clean, vegan skincare & haircare for all genders

https://aldernewyork.com/



BATME COSMETICS

The first makeup brand created by a Black transgender woman, BatMe Cosmetics is affordable, vegan-based, gluten & cruelty free

https://www.batmecosmetics.co m/



FLUIDE

A mission-driven beauty brand that creates vegan, cruelty-free and paraben-free cosmetics designed for all skin shades and gender expressions

https://www.fluide.us/



FRECK BEAUTY

An innovative skincare and cosmetics brand founded by women and made for everyone

https://freckbeauty.com/



GOOD LIGHT BEAUTY

A beauty brand beyond the binary

https://goodlight.world/



MALIN+GOETZ

Head-to-toe skincare, candles, and fragrances to uncomplicate your regimen

https://www.malinandgoetz.com

Beauty & Skincare



NOTO BOTANICS

Multi-Use, Clean, Uni-Sexy cosmetics for everyone

https://notobotanics.com/



AXV BEAUTY

Non-toxic skincare for non-toxic people

https://axvbeauty.com/



VOLITION BEAUTY

Effective, clean, expertlyformulated solutions for rea women, by real women

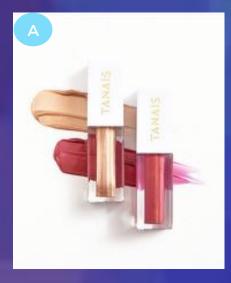
https://volitionbeauty.com/



BIOGLITZ

An eco-friendly, gender-neutral brand fighting to take the litter out of glitter

https://www.bioglitz.co/



TANAÏS

Opulent, infinite, and luxurious beauty, perfume, and jewelry

http://studiotanais.com/



W3LL PEOPLE

Clean, high-performance formulas that improve your skin's long-term health

https://www.w3llpeople.com/

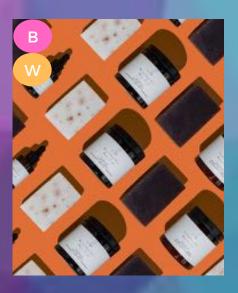
Beauty & Skincare



EQUAL LOVE

Gender-free, vegan and crueltyfree, high-end cosmetics and home products

https://shopequallove.com/



URBAN BODY SKIN

Where self-care meets skincare

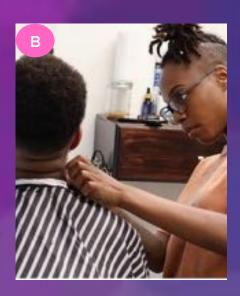
http://urbanbodyskin.com/



HAIRRARI

Gender-neutral barbershop with locations in Brooklyn and Los Angeles

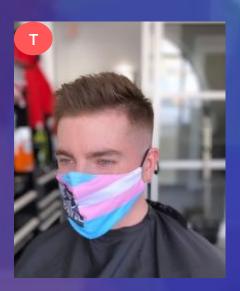
https://hairrari.com/



ENKEL'S BARBERSHOP

A barbershop and wellness shop designed for the queer community and our allies in Bed-Stuy, Brooklyn.

https://enkelshop.store/



FLUX STUDIO

Gender-neutral, queer/transowned barbershop in Minneapolis specializing in short haircuts.

https://torin-jade.square.site/



LADY CLIPPER BARBERSHOP

A queer-affirming and queerinclusive barbershop in Washington, D.C. owned by a LGBTQ ally.

https://www.theladyclipper.com/

SUMMER READING RECOMMENDATIONS FROM UNDER THE UMBRELLA BOOKSTORE

Under the Umbrella Bookstore is an upcoming community bookstore serving the LGBTQIA+ community in Salt Lake City, Utah. It will provide a safe space for queer folks of all ages to congregate. We share queer stories from around the world and highlight the talents and insights of local and international members of this community.

We asked Under the Umbrella
Owner Kaitlyn Mahoney
(she/they) to offer
recommendations for some of
the best queer books to get
lost in this summer. You can
support both the authors and
Under the Umbrella by
purchasing the books from
Under the Umbrella's
Bookshop.org bookstore.

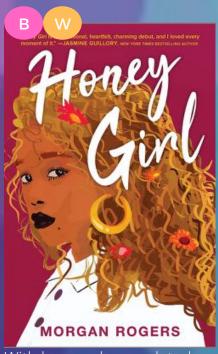
Keep reading for descriptions of Kaitlyn's recommendations below.



Kaitlyn Mahoney (she/they), owner, Under the Umbrella Bookstore



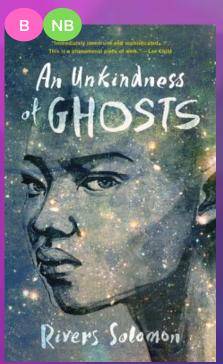
This exciting and groundbreaking fiction anthology showcases a number of new and emerging 2SQ (Two-Spirit and gueer Indigenous) writers from across Turtle Island. These visionary authors show how queer Indigenous communities can bloom and thrive through utopian narratives that detail the vivacity and strength of 2SQness throughout its plight in the maw of settler colonialism's histories.



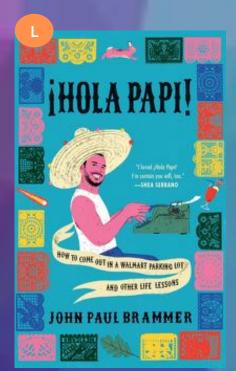
With her newly completed PhD in astronomy in hand, 28-year-old Grace Porter goes on a girls' trip to Vegas to celebrate. She's a straight A, work-through-the-summer certified high achiever. She is not the kind of person who goes to Vegas and gets drunkenly married to a woman whose name she doesn't know...until she does exactly that.



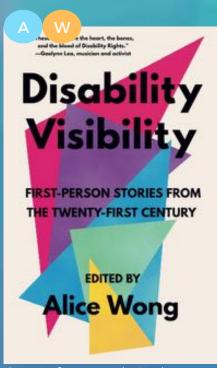
A stunning novel about a mixed-race teen who struggles to find her way back to her love of music in the wake of her sister's death. Aching, powerful, and unflinchingly honest, Summer Bird Blue explores big truths about insurmountable grief, unconditional love, and how to forgive even when it feels impossible.



Aster lives in the lowdeck slums of the HSS Matilda, a space vessel organized much like the antebellum South. For generations, Matilda has ferried the last of humanity to a mythical Promised Land. On its way, the ship's leaders have imposed harsh moral restrictions and deep indignities on dark-skinned sharecroppers like Aster. Embroiled in a grudge with a brutal overseer, Aster learns there may be a way to improve her lot--if she's willing to sow the seeds of civil war.



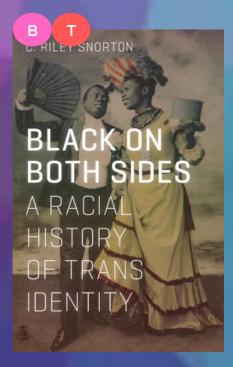
With wit and wisdom in equal measure, ¡Hola Papi! is for anyone--gay, straight, and everything in between--who has ever taken stock of their unique place in the world, offering considered advice, intelligent discourse, and fits of laughter along the way.



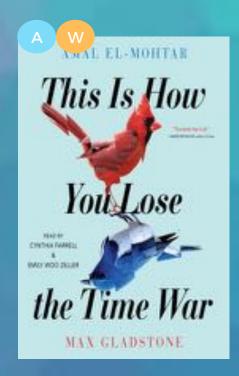
One in five people in the United States lives with a disability. Some disabilities are visible, others less apparent-but all are underrepresented in media and popular culture. Now, just in time for the thirtieth anniversary of the Americans with Disabilities Act, activist Alice Wong brings together this urgent, galvanizing collection of contemporary essays by disabled people.



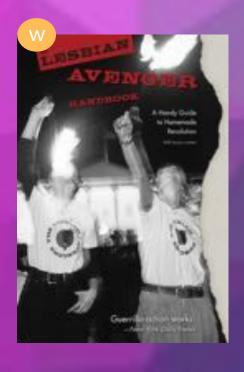
Crossfire collects Staceyann Chin's empowering, feminist-LGBTQ-Caribbean, activistdriven poetry for the first time in a single book.

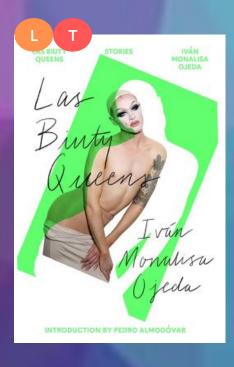


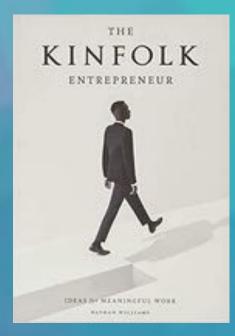
Drawing on a deep and varied archive of materials-early sexological texts, fugitive slave narratives, Afromodernist literature, sensationalist journalism, Hollywood films--Snorton attends to how slavery and the production of racialized gender provided the foundations for an understanding of gender as mutable.



An enthralling, romantic novel spanning time and space about two timetraveling rivals who fall in love and must change the past to ensure their future.







This book offers step-by-step instructions for everything from how to hold a meeting to how to envision an action and wrangle the pressexpertise gleaned from Avengers working in journalism, advertising, art, and theater, as well as longtime activists who honed their skills protesting the Viet Nam war, the abuse of farmworkers, forced sterilization of women of color, and bans on abortion, and who'd already, in some cases, led civil disobedience in ACT-UP.

In this acclaimed story collection, Chilean transgender performer and author Iván Monalisa Ojeda delivers an irreverent, honest and full-throated love song to New York City from the perspective of a group of trans Latinx immigrant friends who walk the streets, get high, compete in beauty contests, look for clients on their impossibly high heels, and fall prey to increasingly cruel immigration policies.

In The Kinfolk Entrepreneur, author Nathan Williams introduces readers to 40 creative business owners around the globe, offering an inspiring, indepth look behind the scenes of their lives and their companies.

QUEER CANNAPRANEURS YOU SHOULD KNOW



On 4/20 we highlighted 19 LGBTQ+ cannabis entrepreneurs, pioneers, and personalities to celebrate on 4/20 and every day.

Read on Queerency

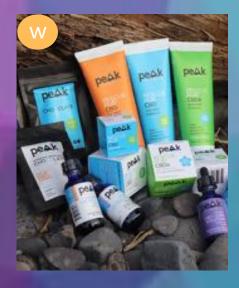
Cannabis



GOOD TREE CAPITAL

A lending platform that provides loans to small cannabis businesses and opportunities for individuals to invest in promising cannabis startups.

https://www.goodtree.capital/



PEAK EXTRACTS

A Portland-based cannabis processing company specializing in C02 oils, custom extractions, medicated salves, and delicious infused chocolates.

https://www.peakextracts.com/



SONDER

A California-based cannabis company offering a range of high quality full-spectrum products.

https://sondertime.com/



MADAME MUNCHIE

An LA-based company that makes award-winning and Parisan-inspired full-spectrum edibles and prerolls.

https://www.madamemunchie.c om/



COPPER HOUSE DETROIT

An intimate and cozy space for canna-activism and Detroit's first cannabis bed and breakfast.

http://copperhousedet.com/



CALEXO

A company that makes sparkling cannabis beverages made with high-quality fruit juices, plant essences, and nano-emulsified THC.

https://calexo.co/

Cannabis



VANGUARD MEDIA
A media company celebrating women in cannabis.

https://www.vanguardmediaonline.com/



CANN

A cannabis-infused social tonic that gives you a buzz with only five ingredients, one-third the calories, and no hangover.

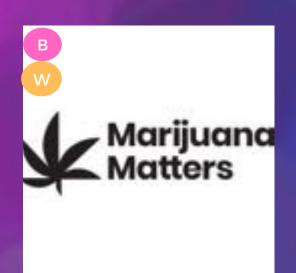
https://drinkcann.com/



THE WEED TUBE™

The largest cannabis entertainment and vlogging site in the industry.

https://theweedtube.com/

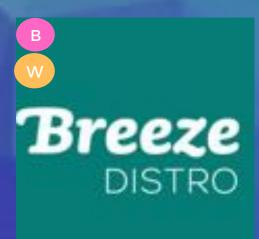




THE PEOPLE'S DISPENSARY

An organization that empowers communities through cannabis.

https://thepeoplesdispensary.co m/



BREEZE DISTRO

A cannabis supply chain management company

https://www.breezedistro.com/

MARIJUANA MATTERS

A leading cannabis education and advocacy incubator

https://marijuanamatters.org/

SVEN & AMANDA: FOODIES AND FIANCÉS

Amanda (she/her) and Sven (they/them) are foodies and fiancés who co-create on some projects while exploring their own individual ventures.

Amanda is the host of "A Guide to Being a Happy, Healthy Hoe," a sex-positive podcast that takes listeners on a journey of dissecting, reinventing, and owning hoe culture. She also chronicles her baking escapades on her foodie Instagram page Citrus Slut. Sven is a realtor, chef. and founder of Queer Kitchen, an organization dedicated to building queer community and green spaces through food, creativity and collaboration. Last November, they collaborated on a Queer Friendsgiving live cooking event, and this summer, the couple is planning a goodies box for the NY/NJ area that will blend their love of kush, food, and pleasure.

We spoke to Sven and Amanda about what working together has taught them about trust, control, individuality, and more.



Amanda and Sven

Food



DUBLIN ROASTERS COFFEE

Maryland-based coffee roaster that ships nationwide. Savoring the world one bean at a time.

https://dublinroasterscoffee.co m/



MR. BAKE SWEETS

Pride cake jars from celebrity chef and winner of America's Best Baker Kareem "Mr. Bake" Queeman.

https://www.mrbakesweets.com/



GAE CUPCAKES

Queer-owned cupcakes as bold as you. Made in Philadelphia.

https://www.instagram.com/gaecu pcakes/



EDY'S GROCER

Snag this gift box of hand-picked Lebanese specialties by Edy's Grocer, the Brooklyn-based deli and grocer founded by queer Lebanese-American immigrant, Edouard Massih.

http://www.edouardmassih.com



GREGGY SORIANO

Pre-order this cookbook of Filipino-American recipes from baker and host of *Cakezilla* on TLC Asia, Greggy Soriano.

https://greggysoriano.com/



SOUTHERN SAVOR DESSERT

A home bake shop and dessert caterer serving joy with every slice.

https://www.southernsavordesser
t.com/

Food



RED SAUCE PIZZA

A Portland, Oregon-based restaurant that welcomes all and serves one-of-a-kind pizza.

https://www.redsaucepizza.com/



TROPHY COFFEE

TrophyCoffee is a luxury coffee roastery born to fuel independent cafes and coffee enthusiasts.

https://trophycoffee.com



QUEER FOOD FOUNDATION

An organization whose mission is to promote, protect, fund, and create queer food spaces; and to celebrate, honor, and be a resource for queer food workers and chefs.

https://queerfoodfoundation.org/



THE BAQUEERY

A Bay Area bakery centered around building community and healing through baking.

https://www.thebaqueery.com/



KUNG FOOD MARKET

A private, intimate dining space in the heart of Detroit's Historic Eastern Market, founded by Chef Jonathan Kung

https://kungfood.kitchen/



STORMÉ SUPPER CLUB

A wine and supper club centering Black queer women and nonbinary folks in Los Angeles

https://www.stormesupper.club/

HOW TO GET 3 OK TIKTOK FOLLOWERS IN 31 DAYS

Pride Flag SD is a queer-owned company in San Diego, CA that makes hand-sewn custom
Pride Flags of all Stripes. On
February 5th, owner Maddy
Russell (she/her) posted her
first TikTok video. As of March
8, just one month after later,
she had amassed nearly 30K
followers, 306K likes, and over 1
million views.

We spoke with Maddy about how she grew her TikTok audience so quickly by shifting her content strategy, storyboarding her videos before shooting them, and embracing her authentic self on social media. Plus, she shares her top 3 tips on how you can stand out and grow your brand's audience on TikTok.

Read on Queerency



Maddy Russell, Owner, Pride Flag SD

Home



PRIDE FLAG SD

Hand-sewn, custom pride flags made in San Diego, CA.

https://www.etsy.com/shop/PrideFlagSD



PLANT GAY

Plant shop based in Austin, TX, that donates 10% of proceeds to The Trevor Project.

https://plantgay.com/



MUD WITCH

Vibrant ceramics from Japanese/Mexican artist Viviana Matsuda

https://mudwitch.com/



MOORE HOME DECOR

Handmade home decor and gifts

https://moorehomedecor.com.c o/



LIV LYSZYK PRINTS

Cheeky and delightful prints, accessories, stickers, and clothing.

http://livlyszykprints.com/



LIMEN STUDIO

A fabrication workshop in Brooklyn, NY creating custom furniture and built-in solutions.

https://www.limenstudio.com/

DAYLIGHT IS THE FIRST DIGITAL BANK BUILT FOR LGBT+ PEOPLE, BY LGBT+ PEOPLE

The LGBTQ+ community has an estimated \$1 trillion purchasing power, but we also face unique financial hurdles. From housing to healthcare to paying a whopping \$86 million more in banking fees than our non-queer counterparts, LGBT+ people face financial discrimination and are disproportionately affected by economic downturns such as the one caused by the coronavirus pandemic.

Enter Daylight: a new banking platform that aims to help LGBT+ people manage our finances and prepare for the future. As the first and only digital banking platform in the U.S. specifically designed for the LGBT+ community by the LGBT+ community, Daylight helps queer people navigate the financial system based on our specific needs.

We spoke with co-founder and chief of staff **Billie Simmons** (she/her) about her journey to Daylight and their team's vision for the company.



Billie SImmons, Co-Founder, Daylight

Money

T

Daylight





DAYLIGHT

A digital bank built by LGBT+ people, for LGBT+ people

https://joindaylight.com/

THE TRANS CAPITALIST

K. Kenneth Davis (he/him) is a financial literacy educator, queer money expert, and the author of The Transcapitalist's "Money Talk."

https://thetranscapitalist.com/

I LIKE TO DABBLE

An award-winning blog and course offerings by Daniella Flores that helps multipassionates start side hustles to gain back more control in their lives, careers, and financial futures.

https://iliketodabble.com/



DEBT FREE GUYS

Husbands and hosts of the Queer Money Podcast; helping you live fabulously, not fabulously broke.

https://debtfreeguys.com/



THE MONEY INSTITUTE

Founded by Samantha Hernandez, The Money Institute, helps queer people get out of debt, save for emergencies and plan for their future.

https://themoneyinstitute.teachable.com/



THE ADAMS GROUP

The leading LGBTQ-dedicated wealth management practice on Wall Street, providing financial advisory services to queer folks and our allies.

https://fa.ml.com/newyork/new-york/the-adamsgroup/

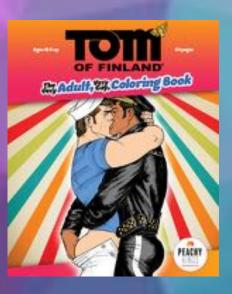
Novelties



SOFTPUNK SLIME

Stress relief for your subculture by a queer adult slimer

https://softpunkslime.com/



PEACHY KINGS SHOP

Gay t-shirts, Tom of Finland, greeting cards, games, and gifts

https://www.peachykings.com/



MATTACHINE SOCIETY

Queer culture inspired toys, immigrant-made in Brooklyn

https://www.instagram.com/matt
achinesociety/



GIFTING PRIDE

instaBops© are customizable pre-made songs written by the talented LGBTQIA+ songrwiters of Gifting Pride.

https://www.giftingpride.com/ins tabops



CONVIVIAL CRYSTALS

Joyful crystals to serve as magical allies in your spiritual journey.

https://www.instagram.com/con vivial crystals



ROOT BOUND BINDERY

Handcrafted one-of-a-kind books and other wonders

https://rootboundbindery.ca

HOW TO SELL PRODUCTS IN ALL 50 STATES IN ONLY 11 MONTHS

Queers love candles; and to say that the queer-owned candle market is saturated would be the understatement of the year. But Jesse Regis (he/him) the founder of Virgins on Fire Candle Co. has cracked the candle-selling code. In less than one year—and in the middle of a pandemic—he was able to sell candles in every state in the U.S. as well as D.C., Puerto Rico, Canada, France, Italy, Belgium, and Switzerland.

We talked to him on the evening of Virgin on Fire's first birthday to learn how he accomplished such a great feat, what led him to candlemaking, his vision for the future, and more.

Read on Queerency



Jesse Regis, Founder, Virgins on Fire Candle Co.

Scents



VIRGINS ON FIRE CANDLE CO.

Affordable 100% soy handmade candles made in Brooklyn.

https://www.virginsonfire.com/



WILE

Provocative, unpolished and raw scents by Dan Lang.

http://wilescents.com/



EDITH + HERBERT

Small batch herbal, self-care, + ritual products for the eco-conscious.

https://edithandherbert.com/



YASAF, LIT

A candle line designed to help you redefine your inner self and space.

https://yasaflit.com/



CANDLE THERAPY

Clean goods for aromatherapy, handmade in San Francisco.

https://www.etsy.com/shop/cleancandletherapy/



BIG GAY CANDLE CO.

100% soy candles, hand-poured with a limp wrist.

https://www.etsy.com/shop/bigga ycandleco

Scents



ROOMY CANDLES

Hand-poured candles with high fragrance

https://www.etsy.com/shop/roomy candles



JOSHUA PAUL CANDLE CO.

100% soy candles, vegan, and non-toxic candles hand-poured in London.

http://joshuapaulcandlecompan y.co.uk/

Shops



OTHERWILD

Store, design studio, and community space selling apparel, home goods, and more.

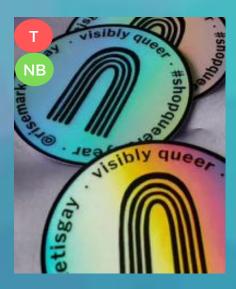
https://otherwild.com/



THE LITTLE GAY SHOP

An online and IRL queer marketplace located in Austin, TX.

https://thelittlegayshop.com/



RISE MARKET

A feel-good, human-first marketplace and social commerce hub for LGBTQIA2+ communities everywhere

https://risemarket.com/



BLK MKT VINTAGE

Curators of a collection of Black curiosities, heirlooms, and collectibles.

https://www.blkmktvintage.com/



FLAMINGO MARKET

An online marketplace for LGBTQ2SIA+ artists and entrepreneurs worldwide.

https://flamingomarket.ca/



MAKE-BELIEVE MARKET

An online market for unique home & life goods, stationery, and books by small businesses, artists, and authors.

https://makebelievemarket.com/

THE BLACK QUEER WOMAN DISRUPTING SEX TECH

The sex tech industry is ripe for disruption. Over the past century, there has been very little innovation—and even less diversity—from sex toy companies. But one Black queer visionary is here to change that.

Glenise Kinard-Moore (she/her) is the CEO and Founder of Skiimoo Tech, a research, science, technology and engineering firm based in Atlanta. The company's premier product is The VDOM™, the first app-connected genital device that can go from flaccid to erect at the push of a button on your smartphone or smart watch. Hitting the market this spring, Launching this summer, the VDOM™ is poised to revolutionize the sex tech industry by offering a cutting-edge alternative to the traditional strap-on.

We spoke to Kinard-Moore, about how The VDOM™ came to be, her long-term vision for the company, and her advice for other Black/queer/women tech founders.



Photo courtesy of Glenise Kinard-Moore

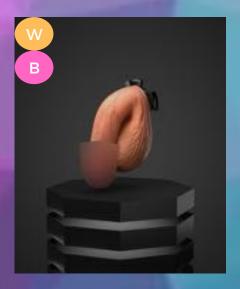
Sex Positivity



NEW SOCIETY FOR WELLNESS (NSFW)

A private members club in New York City dedicated to helping spread positive messages about cannabis and sexual wellness.

https://www.ns-fw.com/



THE VDOM

The VDOM wearable is the first app connected genital device that can go from flaccid to erect at the push of a button on your smartphone or smart watch. It comes in three skin tones and three lengths.

https://www.thevdom.com



BAUTUMN

A 100% vegan and plant-based intimate hygiene company

https://bautumn.com/



MOMENTUM

The first physician created, FDAapproved condom & personal lubricant line for all who love to be deeply intimate.

https://feelthemoment.com/



AURORE MAGAZINE

A queer, feminist, ethical erotica magazine.

https://readaurore.com/



SWITCH LEATHER CO.

High quality leather harnesses made by queers in Portland, Oregon.

http://www.switchleatherco.com/

Sex Positivity



BABELAND

Opened in 1993 in response to the lack of women-friendly sex shops in Seattle, Babeland offers top quality products and a pleasant place to shop for people who want to explore their sexuality https://www.babeland.com/



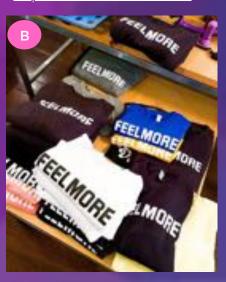
BOY BOX

A wellness and intimate goods company for men. Donating 20% of Pride Month proceeds to For the Gworls. https://subscribeboybox.com/



ENBY

Enby strives to create a safe and comfortable sex toy shopping experience for the queer community, and specifically gender non-conforming, trans and non-binary people https://shopenby.com/



FEELMORE

This adult store sells merch and sex products on their website and via Postmates from their physical locations in Oakland and Berkeley, CA https://feelmore510.com/



RODEOH

This trans-owned brand designs innovative, unisex underwear harnesses and other gear for trans men and the queer community https://rodeoh.com/



"KEEP IT 100" CARD GAME

69 double-sided cards to get uncomfortable and break the ice among new and old friends https://www.deviant-events.com/keepit100/keep-it-100-card-game



HIRSUIT BY OTHERWILD Androgynous jumpers and swimsuits for people of all gender expressions

https://otherwild.com/collecti ons/hirsuit



BEEFCAKE SWIMWEAR One-piece androgynous swimsuits inspired by 1920s https://www.beefcakeswimwear .com/



CHROMAT designed for strong, powerful

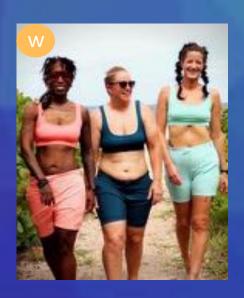
https://chromat.co/



HOMOCO A queer swim brand here to make your endless summer more fun



HUMANKIND Swimwear and apparel for every https://www.humankindswim.com



SHARC&RAE Gender-defiant swimwear and activewear https://sharcandrae.com

https://homoco.co/



SPYKER SWIM
Simple yet lux swimwear with a whimsical touch

https://spykerswim.com



RUFSKIN

So-Cal-based brand created to enhance the individuality of the male form while redefining the concept of what sexy can look like

https://www.rufskin.com/



ARONIK SWIM

Premium men's swimwear and activewear

https://aronikswim.com



YUASA

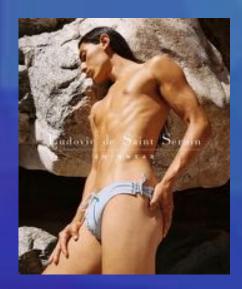
NYC-based men's swim and underwear brand

https://www.yuasastudios.co



CHARLIE

High-end men's swimwear, underwear, and apparel brand https://www.charliebymz.com/



LUDOVIC DE SAINT SERNIN

Swim, underwear, and ready to wear brand for guys and girls, with many pieces designed without one gender in mind. https://ludovicdesaintsernin.com/



PAS LE MODE
Clothes for the life of the party

https://www.paslemode.com/



YER WON

Lyrca lewks handmade in London by an Irish queer

https://www.etsy.com/shop/YE RWON



KVRT STVFF

Swim and underwear brand designed for anyone who feels confident in their own skin

https://www.kvrtstvff.com/



JIMAYE

Luxe men's swimwear made in the heart of Los Angeles

https://jimaye.com/



ZKORI SWIM

Men's swimwear and lifestyle brand

https://www.zkoriswim.com/



KAI BELL COLLECTION

Swimwear collection featuring brilliant fabrics, patterns, and designs

http://kaibellcollection.com/



MMXX Kenyan-owned brand featuring swimwear and underwear

https://www.mosesthemogul. com/collections/swimcollection



OUTPLAY
Gender-neutra
swimwear and
sportswear

https://outplaybrand.com



PERSUID

Men's swimwear brand by Mexican actor David Ortega

https://www.instagram.com/persuid



MCE CREATIONS

Black-owned swimwear, underwear, and apparel brand https://mcecreations.store/

BRINGING LUXURY TO MEN'S LINGERIE

Men's lingerie is having a moment. From affordable, established brands like Andrew **Christian to high-end offerings** like Exterface, queer-owned companies have been innovators in men's intimate apparel for years. More recently, mainstream companies are finally catching up and offering options for men beyond tighty whities and ill-fitting boxers. But a new generation of queerowned niche brands remain at the forefront of the men's lingerie movement.

One of the latest and most exciting entrants to this space is SDL Intimates, a luxurious new line of men's lingerie by London-based designer Samuel Lucas (he/him).

On Valentine's Day, we spoke with Lucas about his vision for the brand, the space it occupies in the market, and why we should celebrate the mainstreaming of men's lingerie.



Samuel Lucas (he/him), designer & founder, SDL Intimates

Read on Queerency



SDL INTIMATES

Men's intimate apparel handmade in London

https://sdlintimates.com/



MARCUS BEARDER
Luxury latex attire handcrafted

in the UK

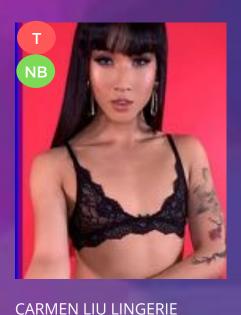
https://www.instagram.com/mar
cusbearder/



JACXSON

Gaywear fashion designer and manufacturer made in Liverpool and shipped worldwide

https://www.instagram.com/_jacx_son_



Intimates for trans folks, nonbinary people, those who tuck,

https://carmenliulingerie.co.uk/



ORIGAMI CUSTOMS

A customized and handmade line of swimwear, lingerie, and more for folks of all genders

https://origamicustoms.com/



TOI ANO

Leather harnesses handmade in Brooklyn

https://toiano.com/shop



ADONIS BY KYHRY

A global men's underwear brandle specializing in signature jockstraps and chest harnesses

https://adonisunderwear.com/



CARTER WEAR

Men's and women's lifestyle brand featuring nude intimate and swim wear for all skin tones.

https://www.carterwear.com/



EXTERFACE

A high-end male lingerie brand challenges traditional norms of masculinity and sexual expression

https://www.ex-sl.com



FLAVNT STREETWEAR

This independent clothing brand owned by identical twins Courtney and Chris Rhodes created the first line of binders in a range of nude skin tones

https://www.flavnt.com/



GC2B

gc2b, the first trans- owned and operated gender-affirming apparel company, offers a variety of transitional attire

https://www.gc2b.co/



GEM-WRLD APPAREL

This global men's intimate wear brand is best known for its line of lace tights and thigh-high socks

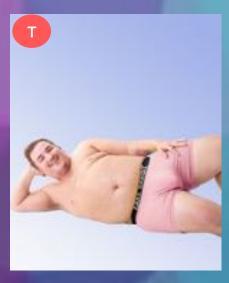
https://gemwrldapparel.com/



LEAK YOUR SEX TAPE

LeakYourSexTape specializes in nightlife attire, performance pieces, and lingerie for beautiful queer folx

https://www.leakyoursextape.com



TRANSGUY SUPPLY

This online shop for transmen and non-binary folx offers packers, binders, and other gender-affirming apparel

https://transguysupply.com/



OMG SPORTSWEAR

One of Asia's top men's sportswear brands, OMG ("On My Game") made its arrival into the North American market this spring and is founded by Chinese social media influencer Edison Fan

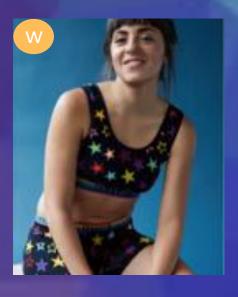
https://omgsportswearusa.com/



MENAGERIÉ INTIMATES

Intimates and formal nightwear designed for the male form

https://menagerieintimates.com/



TOMBOYX

This popular brand pioneered the concept of boxer briefs for women and has been a leader of the gender-inclusive movement since 2012.

https://tomboyx.com/



TIMOTEO

Founded in Los Angeles in 2001, Timoteo has become a go-to brand for stylish men's underwear, swimwear, and circuit party gear

https://timoteo.net/



KENNIE MAS

Toronto-based lingerie and fetish
wear

https://kenniemas.com/



ANDREW CHRISTIAN

The best sexy men's undies, jocks, thongs, briefs, boxers & more

https://www.andrewchristian.com/



JJ MALIBU

One-stop shop for sexy gay thongs, short shorts for men, harnesses for gay circuit parties, and more.

https://jjmalibu.com/



GUY LAB

Premium organic men's underwear swim, and basics, ethically and sustainably made in Australia.

https://int.guylab.co/



MOOT

Stunning lingerie and underwear for men, designed and made in England form luxurious materials.

https://www.mootlingerie.com/



BOI PKG

Gender free, Non-binary brand dedicated to queer and trans visibility

https://boipkg.com/



LUCKY SKIVVIES

Gender-neutral boxer briefs for all lifestyles.

https://www.luckyskivvies.com/



AQUA UNDERWEAR

Pastel mesh, lace, and cotton boxer briefs handmade by a queer Chicanx sewist

https://www.aquaunderwearslc.com/



GYPSY SPORT

Sustainable Streetwear. Nonbinary Aesthetics. Made Responsibly

https://gypsysportny.com/



WAYNE UNDERWEAR

Fashion underwear designed in Detroit.

https://wayneunderwear.com/



L'HOMME INVISIBLE

One of the longest-running men's lingerie and loungewear brands on the market. Made in Paris since 1986

https://www.lhommeinvisible.com/e



BOLD STRAP

Brazilian lingerie and underwear brand for the bold

https://en.boldstrap.com/

HOW THE QUEER GYM GREW 200% DURING COVID

The gym can be an intimidating place for anyone, but it can be especially unwelcoming for queer and gender non-conforming people. Coach Nathalie Huerta (she/her/ella) experienced this first hand while serving as a personal trainer at a regular gym, so she decided to do something about it. In 2010, she launched The Queer Gym, the first gym in the United States built specifically for queer people.

Last year, during the peak of the COVID-19 pandemic, she and her team celebrated ten years in business and transitioned to a 100% online fitness company. While many gyms suffered, The Queer Gym grew their client base by more than 200% and quadrupled their number of employees.

We spoke with Coach Nat about how she did that, the future of fitness, how to maintain a fitness routine, and why motivation alone won't help you reach your goals.



Nathalie Huerta (she/her/ella), founder, The Queer Gym

Wellness



BRANDS BY BASNIGHT

Modern, plant-powered wellness products inspired by ancestral healing traditions

https://www.bybasnight.com/



DECOLONIZING FITNESS

A social justice platform that provides affirming fitness services, community education, and apparel in support of body diversity

https://decolonizingfitness.com/



MOON MOTHER APOTHECARY

A shop offering heart-centered, moon-powered medicines created by an AfroKisqueyan herbalist

https://www.moonmotherapothecary .com/shop



IVY FILBIN FITNESS

Queer-friendly in-person and online personal training + nutrition

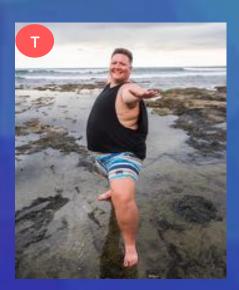
https://www.ivyfilbinfitness.com/



FROM THE ROOTS FITNESS

Online fitness coaching to build you up rather than tear you down.

https://www.fromtherootsfitness.co m/



TRANS YOGA TEACHER

Yoga for queer, trans, and fat people. Creating space for collective care, meditation, and energy healing

https://transyogateacher.com/

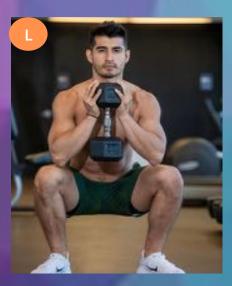
Wellness



Black-owned wellness brand offering online yoga, meditations,

https://blackmat.yoga/

and diversity consulting



LUIS SUAREZ

Body recomposition specialist and trainer helping queer latinxs be fit with abuela's food

https://www.instagram.com/luissuare
z.trainer/



STRŌB APOTHECARY

A community where herbal and spiritual wellness come together in the interest of wholeness for all. Specializing in herbal teas, aromatherapy, and crystals.

https://www.strobapothecary.com/



GLIMMER

A safe & empowering online space for womxn, QTBIPOC+, and LGBTQIA+ communities to find sexual and mental health professionals.

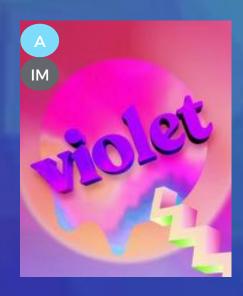
https://weglimmer.com/



FEAR HER FIGHT ATHLETICS

Austin, TX-based athletic brand igniting and reinforcing intersectional feminism in the strength space

https://www.fearherfight.com/



VIOLET

Increasing access to inclusive healthcare by building the first credit score for the cultural competency of clinicians

https://www.joinviolet.com/

Non-Profits



This global organization helps LGBTQI people escape persecution and violence around the world. Since 2006, Rainbow Railroad has helped more than 800 persecuted LGBTQI people from 38 countries travel to safety. https://www.rainbowrailroad.org/

Transgender Law Center

Transgender Law Center is a trans-led legal advocacy group that works to keep trans & gender nonconforming people alive, thriving, & fighting for liberation. https://transgenderlawcenter.org/



This New York City-based organization strengthens the LGBTQ Movement by making smart, values-driven investments in dynamic organizations, projects, and leaders. They fund over 100 nonprofits a year, in more than 30 issue areas, and also house five scholarship programs. https://www.stonewallfoundation.org/



This mutual aid organization led by Black queer people helps Black queer and trans people living in San Francisco City/County, San Mateo County, and Alameda County who are experiencing or are at risk of food insecurity.

https://www.gofundme.com/f/bay-area-solutionsfor-black-queer-food-insecurity



Casa Ruby is a DC-based organization that provides support for LGBTQ people including a place to sleep, food, housing, HIV prevention & Latinx services. https://casaruby.org/

Non-Profits



The Campaign for Southern Equality advocates for legal and lived equality for LGBTQ people in the South. The organization funds and trains grassroots organizers and activists; provides easy access to resources and direct services; and engages in rapid response organizing in response to immediate political threats. https://southernequality.org/



Family Equality advances legal and lived equality for LGBTQ+ families, and for those who wish to form them. From ushering in groundbreaking legislation to fending off threats, Family Equality fights to protect and support LGBTQ+ families.

https://www.familyequality.org/



Positive Women's Network is a trans-inclusive network of women living with HIV, organizing and advocating for their rights. PWN prepares and supports women living with HIV to be effective advocates and leaders. https://www.pwn-usa.org/



One of the few groups that works exclusively on bisexual and pansexual rights, the Bisexual Resource Center has been fighting against biphobia since 1985. The organization works to connect the bi+ community and help its members thrive through resources, support, and celebration. https://biresource.org/



GLSEN supports LGBTQ students and works to end bullying in grades K-12. By developing supportive educators, pushing for comprehensive policies, and advocating for inclusive curriculum, GLSEN works to ensure that LGBTQ students are able to learn and grow in a school environment free from bullying and harassment. https://www.glsen.org/

About queerency.

Queerency is a media company that brings the best in queer business news to LGBTQ+ folks and our allies. We highlight awesome queer-owned brands and the most inspiring LGBTQ+ entrepreneurs.

We are not gay as in rainbow capitalism, but queer as in "f*ck you, pay me."

Subscribe to our free newsletter at queerency.com/newsletter
for a weekly roundup of the latest LGBTQ+ business news and money moves.