

**Emmi Snicker is Sweden's first and only plus-size blogger. We admire her Scandinavian style and her positive attitude. With her blog she shows not only her beautiful styles but also green beauty. We were able to meet the kind, open and passionate Swedish Emmi Snicker at the Mercedes Benz Fashion Week Berlin and are delighted that she gave us an interview.**

**When did you start blogging and what inspired you to do so?**

I started with tumblr back in 2011 and posted outfits there to boost my confidence, back then I was so convinced being a big girl was wrong but I slowly started to change my mind. Then I got highly requested to start blogging from the followers on tumblr so I simply started my blog in 2012.

**You seem like a very confident person with a strong personality. Has this always been that way?**

No not at all - as about every person that grows up big according to the standard beauty norm I was very insecure, because the society said I was "wrong". What inspired me to start hanging out on tumblr and meet the whole body positive movement, was bloggers like Nadia Aboulhosn, Gabi Fresh and Nicolette Mason.

**All your pictures on Instagram and your blog look fabulous. What a great style! Where do you get your inspirations for your styles?**

I think I naturally get my inspiration from Scandinavia where I live, I'm a total fan of the "Scandinavian chic" style haha. I love simple and classic garments and styles with a twist, preferably in good quality.

**Do you have a favorite item in your closet?**

Ohh... I have to choose one only? Okey, then it's my oversized black wool dress from COS, it's so comfy and chic!

**What are your favorite labels and designers? Where any of them at the Fashion Week in Berlin? If so, was there anything in the new collections you especially liked?**

I don't have any particular favorite brands or designers, I think I still have a lot to discover since we don't have much plus size shopping at all in Sweden. It really sucks to be honest! But I saw some interesting brands in Berlin and a plus size shop I really liked, Les Soeurs Shop.

**Did you find any new labels that you like to hear more about?**

At the Fashion Week in Berlin I spotted some new (for me), interesting brands like Adam Brody, Marina Rinaldi and then some pieces from Mat and some pieces from Yoek.

**Was this your first time at the Berlin Fashion week? We like to know if there was anything you were surprised about – positive and/or negative.**

Yes, this was my first time at Berlin Fashion Week. I really only visited the Panorama fair and didn't see any shows so I don't if that counts haha, but compared to Stockholm Fashion Week we don't have any fairs just shows.

**Let's talk about Plus-Size in Sweden. You are the only Plus-Size-Blogger in Sweden. Why aren't there more people blogging?**

Yes, as I'm aware of I'm the only so called plus size blogger with focus on outfits and fashion. We have a lot of body positive bloggers but they have a more political agenda on their blogs. Why we don't have more plus size bloggers I really can't answer, we barely have any shops

to shop in - most plus size women do their shopping online. I also think there is bloggers in Sweden who are "inbetween" sizes and doesn't want to call themselves plus size or are against the plus size movement, they don't want to be defined by size, but on the other hand it's more easy for them to do so since they can shop straight sizes as well.

**Is your blog directed to plus size people in Sweden or in general for everybody that is interested in fashion and beauty?**

I hope I can inspire people at any size really, but almost everything I wear is from specific plus size brands or plus clothing lines since I rarely can wear "straight" sizes. I also blog about green beauty but the same goes for that, I hope I can inspire anybody interested in beauty!

**How do people feel about body-positivity in Sweden? Is that even a topic people talk about?**

The latest years body positivity has become really big and people have been talking about it a lot more in both social medias, TV and magazines. There has been and still are a lot of debates about the body positive movement and I think people slowly start to figure out what it is. I would say that the plus size movement is small compared to the body positive movement in Sweden.

**In Germany we have a TV-Show called "Curvy Supermodels", where Plus-Size models compete in catwalk-challenges and photo shootings. Do you think this is a good idea to generate awareness for diversity?**

Yes and no - I still don't understand why there needs to be a separate show and also I feel like the fashion industry sees the plus sized women in two ways; either in lingerie and bikinis or in tunic and leggings. I feel like the whole fashion part is missing, especially the high-end fashion and also that they go for the smaller plus size models always - on the other hand it's good plus sized bodies do get space in media, they have probably been less represented anyway.

**Do you have a motto that you live by?**

"There is years that ask questions and years that answer" - Not a motto, but a quote that makes more sense the older I get.

**Do you have a role model or person that inspires you to do what you do?**

There is a lot of women that inspire me but if I should mention one, it's my mother. She is always so positive; she have given me a drive and made me believe everything is possible. She is an amazing woman! <3

**Last question: Do you have any tips you can give people don't feel confident with their bodies?**

Yes - unfollow everything that makes you feel bad about yourself and your body, both on social medias but also in real life. Surround yourself with supportive, inspiring people and with time you will start to evaluate a lot of thing in life, including looks. Focusing on body or beauty is the wrong way to go - confidence starts inside, believing in yourself.

Thanks a lot for your time and the exciting interview. We wish you all the best and success for your future!