

Eating Triggers: Clothing, (lack of) confidence, and food

Insatiable Season 5 Episode 5

[INTRO]

[0:00:08.4] AS: When you're fed up with fighting food and your body, join us here. I'm Ali Shapiro, creator of the Truce with Food® Program and your host for Insatiable, where we explore the hidden aspects of fighting our food, our weight, and our bodies, and dive deep into nutrition science and true whole health. Fair warning, this is not your parents' health care. This is a big rebel yell to those who crave meaning, hunger for truth, and whose lust for life is truly insatiable. Believe me, freedom awaits.

[INTRODUCTION]

[0: 00:47.4] AS: Welcome to season 5 of The Insatiable Podcasts. This season, **our theme is eating triggers**, namely what triggers on and off eating cycle. We're focusing on clarity about these eating triggers as a process and a tool. Why is this? When you get clear, you get to the root cause. If you've ever had a health issue that doesn't just seem to go away, it's because you probably haven't gotten to the root cause. You know how frustrating that is to try different things and nothing work.

The second reason we care about clarity is logic doesn't change us. We need to emotionally open up and understand what's really happening for us so that we can move to change. Lastly, clarity equals distance. If you ever can look back on your life, "gotten over something", you realize that you actually worked through it and the distance gives you a chance to be more objective about the situation to own your part in it, see where the other person was coming from, look at the context of the situation.

So this is why clarity is so important. So why is our wardrobe categorized as thinner, normal and bigger, or all whack and non-self-expressive?

In today's episode, *Eating Triggers: Clothing, (lack of) confidence, and food*. Juliet and I get into the nitty-gritty of clothing eating triggers and how it actually makes sense that when we aren't confident in our clothing and turn to food.

For our new listeners, Juliet is our cohost OG of Insatiable. She kicked off the launch of Insatiable with this. She's been active in the fitness community for a decade plus. She is a partner and nutrition director for Unite Fitness Studio franchises, a rapidly growing group and personal training studio helping to craft Unite's trademark; Heart, Muscle, Mind Workout Methodology.

Juliet's also a regular contributor on Fox and ABC News, and when she's not in the studio, Juliet loves to connect with nature, her two cats included, and frequently takes trips to Woodstock, New York area to hike and relax.

Juliet, clothing.

[00:02:54] JB: Dun-dun-duuun!

[00:02:55] AS: What are your earliest memories of getting dressed, or of clothing in your body I should say?

[00:03:00] JB: So many come to mind, Ali. This is a huge trigger for me, or was rather. Not so much anymore. But earliest memory, one of them, I think it was my seventh birthday and my mom rented out – We lived in New York City, and underneath our apartment complex there was like a beauty salon, and so my mom rented out the beauty salons for me and now 10 of my seven-year-old girlfriends. I remember needing to get a party dress for this party, and this was a thing in elementary school

for your birthday. This was a thing for me growing up, where you would get a party dress and feel pretty on your birthday.

I remember getting a very special dress and thinking like that all of them are going to like it, and then I don't remember all the details, but I do remember not feeling pretty, not feeling confident, crying in the bathroom with my mom telling her I didn't want to go back out to the party, that nobody liked me. The other girls were getting more attention. So that's one of my earliest memories when it comes to clothing.

[00:04:13] AS: Interesting, and I think as we're talking about our social media episode and the next couple of episodes, we're talking about how clothing in this case is inherently neutral, right? But it's what it triggers inside of us. So what do you think it was triggering? What real feeling? Even though you had all these reasons for not wanting to go back out, what do you think that party dress was triggering in you?

[00:04:35] JB: It was the feeling of not fitting in, feeling like an outsider. Not getting the kind of attention that I thought was appropriate on that day and creating meaning around that to say that I'm not good enough.

[00:04:56] AS: Yeah, feeling really inadequate.

[00:04:59] JB: Inadequacy. That is a lot for me growing, was that feeling inadequate. So that was seven years old, right? Then I have another distinct memory, which is high school, where I used to get dressed in the dark, and that was because they didn't want to look at my body. So every day before school, I would get dressed in the pitch black dark and I wouldn't look at myself and then I would just go to school. That was not wanting to face myself.

Then the third memory, there's like three distinct memories here when it comes to clothing. I was thinking about this, is more college, and this is when I was really going

through a lot of body shaming issues and a lot of food issues, was feeling like nothing fit me right and not wanting to go out because it didn't look great. I remember I would change my outfit ten times and, "Ah! This makes me feel fat." "Ah! I just hate this." "Ah! This is too tight." "This is too this. This is too that." I just don't feel good about myself. I don't even want to go out. I have no confidence. So that's the third memory when it comes to clothing and how much power it had over me in different phases of my life.

[00:06:17] AS: Yeah, that's that uncertainty, "Do I even want to go out? Why isn't this fitting?" All that kind of stuff. Yeah. It was funny. As we were preparing for this episode, I was like – The first one that came up was like, "Ugh! I'm bad at clothing." I was like, "What are we going to talk about?"

[00:06:32] JB: Oh! Style, right? For you, I feel like you have that hang up about yourself that you like don't have style.

[00:06:39] AS: Well, it's also admitting that I don't really care, right? Not that I'm a slob, people here, but it was interesting. As I actually thought about it, one of my distinct memories about clothing came up in relation to my sister. My sister was always very thin and very beautiful. She had that long blonde hair. She was so cute. I really struggled with my weight. I remember we would go back to school and we would, and it was like this big deal. We didn't have a lot of money, but we would get a certain amount of money for back to school clothing, and we would go to this department store called Horns. It like doesn't even exist. I don't think it was a national thing, but it existed in Pittsburgh. I remember, my sister could fit into like all the really cute clothing, and I was always like never feeling satisfied in what I wore. I thought about too, my sister and all my cousins, we were really all close growing up. They always did dance. They took dance up as a sport, and I did like softball and like the more I guess like athletics – No. Dance is very athletic. But I used to tell myself like, "I don't want to dance," and I think I just didn't want to wear – They would wear these tight uniforms. I think it really prevented me from ever engaging in dance, because I did do

gymnastics when I was like tinier and like five or six-years-old, but I was like, "I would never want to wear those outfits." It's kind of sad. It's probably why I never took dance classes growing up

But I thought about that and then I thought about. I was really, really thin for a time in college. It was my senior year, and when we look at the tail triggers, which we'll get into in a second, and then we got into a lot in the social media episode, but am I feeling tired? Am I feeling anxious? Am I feeling inadequate? Am I feeling lonely? These are the triggers. Clothing themselves does not make us feel this way, but it's what feeling it brings up in us.

I felt super confident. There was no uncertainty in my life that senior year of college, that my grades were in. I had a job offer. No! I didn't have a job offer yet, but I knew that my grades were good enough that I would get one and I had just come off of a study abroad, and I was losing weight, which is all my confidence. I did the Schreyer's Honors Program at Penn State, and you had to do a senior thesis. My whole thesis was on fashion. There was a psychology piece to it

But I felt so confident. I got really into fashion and the sense that like I took more chances and I was more self-expressive, and I wrote this whole thesis on this psychological theory called optimal distinctiveness, that as human beings, we have a desire to be part of a group and belong, to your story when you were little. But we also want to be unique in an individual.

I realized that like I was feeling so thin and confident in my body that I was like, "I like fashion enough to write a freaking thesis on this." I mean, I talked about how it played out in brands and it was obviously – But it was really fascinating me. Then I thought about like as I struggle with weight, part of why I say I'm bad with clothing is because basically wore all black for like several years, and I used to have that thing with the closet, like so much uncertainty. What's going to fit? What's not? All that kind of stuff. So

it was just interesting thinking about, "Well, what I actually do have a history with clothing, even though it's not my jam."

[00:10:01] JB: Yeah, actually the first career I ever wanted to have was to be a fashion designer when I was a kid.

[00:10:06] AS: Oh, really?

[00:10:06] JB: Yeah, like in elementary school. What do you want to be when you grow go? I would always draw clothing and design and I would always play dress-up with my friends. I mean, hence, the whole party dress thing. It was a very big part of my identity was how I express myself was through what I wore. I would often wear really different things than other kids even, because I love going to thrift stores and getting clothing that was from different eras.

I remember I wore these like shoes that were from the 1960s. This whole like lightning bold bellbottom outfit in the second grade. I should show you some pictures, Ali. It's pretty crazy. I picked out all my own outfit from a really young age and like knew how I wanted to dress, like just what was fun. It was a way of self-expression.

[00:10:56] AS: Well, I'm glad you brought that up, because it's interesting. Even though I don't necessarily care for myself, I love and admire people who can put together such beautiful outfits. I really do feel like at its best, it's a form of self-expression. It can be political. It can be just artistic. I really admire people who are super stylish. I'm like, "Damn! Good for you."

[00:11:20] JB: I think clothing and being stylish can get a bad rep and that people who are into that, they're like conceited or they are of a certain class. But I don't necessarily think that always the case when it comes to just wanting to wear things that make you

feel good or it's like a piece of art on your body that you're showing. I think that there's different reasons for wanting to dress a certain way.

[00:11:49] AS: Yes. Yes. I think when we're worried about looking a certain way, versus expressing ourselves and feeling good in it, that's when we get triggered. Oddly enough, I can remember enough times, going to try on something and the size was bigger than I thought I was, and then being like, "Fuck this," and eating at the food court at the mall.

[00:12:10] JB: I know. With sizing now, it's so not indicative of like what size you are, because there are so many different brands and different sizing structures to clothing. I have so many ranges right now of waist sizes when it comes to jeans in my closet. It's really interesting, just depending on the brand. It is hard not to think like, "Wait, I look exactly the same, but why am I a size this X in this store and a size X in that store?"

[00:12:44] AS: Yeah, I mean this story is kind of embarrassing, but not really. So I was going to Martha's Vineyard a couple of weeks ago. A friend invited Carlos and I up. I have like not shopped in years. My mom will see something at like T.J. Maxx or Marshalls and be like, "Do you like this?" It'll be like pants or a t-shirt. I'll be like, "Thanks, mom," because I just don't like to shop. I don't like malls. I don't like the florescent lighting, all that kind of stuff.

So I was like, "I need shorts," especially because I've been into this guy, Dr. Jack Cruz. I recommend everyone check him out. He's really into the mitochondria and how light affects us. So I'm like he's all about more skin exposure to the sun. I was like, "Oh my God! I'm going to get shorts so I get sun exposure." I told myself, "Short people like me should not wear shorts." But I go into like – I went into Banana Republic and the Gap and Target. They're all really close. I go into target and I'm like, "What is the women's section versus the junior section?" I had to go off the employee at Target and I'm like, "Where's the adult shop?" She was like – Actually, the sizes are very similar so people

can swap in and out of them. I was like, "Okay." Again, because I feel like I don't know fashion, I was like, "I don't want to be in the wrong section," like trying on something and then like, "It says it's an eight, but it's an eight Junior and it fits around my leg calf."

[00:14:00] JB: Aha.

[00:14:01] AS: But I thought it was interesting how sizing has changed. She's like people pretty much inter-swap. I'm like, "Okay. All right. If that's what works, then it totally worked." I got like a pair shorts that were technically in the junior section, but then I bought a dress in the "adult section". But that kind of stuff would trip me up in the past, and now it's just like, "Whatever." I feel like I was like, "This is freedom."

[00:14:26] JB: It's just like the scale. You put so much power on the number, how much you weight. Are you putting that much power on the number of what your pant size is, or what your dress size is?

[00:14:36] AS: Yeah, totally. But I think that – Again, if we think about our triggers. So the triggers – And again, this is a tool that I give in *Why Am I Eating This Now?* to start to give us clarity of why is clothing triggering me. Am I tired? Am I tired of this struggle of like trying to find something to wear? That I can't fit into what I want? Or I think I can't fit into what I want. Versus, which often what we want is, what we'll look good for other people, not ourselves.

Is this making me feel anxious or uncertain? Why can't I find what I want? Why do they not make clothes for me? To your point, why am I not getting the attention? Your experience of when I'm wearing this as a seven-year-old? Does this is make me feel inadequate? I think clothing triggers inadequacy a lot. I'm the only person who can't find clothes that fit, or that would be more lonely, which is loneliness. But I can't fit into what I want, or they don't make clothes so that my body looks good.

So figuring out what that specific trigger is, and that trigger triggers a stress response. As I was thinking about this episode, I was thinking about what often used to make me eat was I would either buy something that was too small, because I didn't want to wear the bigger size. Then as it was like squeezing my stomach, I would feel behind. With sugar, that competitor pattern me, and like, "I'm behind. I should be further along in my weight loss." But it was because I bought the too tight clothing to begin with, but I didn't know this at the, right?

Or if you wear something to lose and that you don't really care about, you almost feel like a sack of potatoes, an invisible. Then you're like, "No one's commenting, or I feel invisible and I'm not self-expressed," whether you like close or not, and then you eat because of that as well. Does that resonators or am I the only person who thinks like that?

[00:16:26] JB: No, not at all. But I was just thinking for me, everything has spandex in it these days. So you can kind of get into like five different sizes if you wanted to. So I was playing this game with myself to see like what is the smallest size jean I can possibly fit into, then that's the one that I would purchase. It was like just reassuring, like I'm fit. I can fit into this smallest size possible, even though it's totally – Like it's not real. It's all starched. They all stretched to whatever you want them to be. We play games with ourselves about, when we do that, it's like wanting to feel like we fit this certain mold.

[00:17:20] AS: Yeah, and fit in. I had asked my clients, and we have this private Truce With Food alumni Facebook group and one of my clients said I could share this, and I'm just identifying her as my client, but she said, "I love fashion and I love observing what people are wearing," but she's like – She said my question had created a realization that she's like, "Oh my God! I realized that clothing actually creates an instinct compare trigger." "That woman has a cute outfit at work, I wish I could wear that, but that wouldn't look good on my body," she said, or is what I'm currently

wearing cute, or do I look fat? Do people take me seriously? Will people take me as seriously even though I'm not as thin or cute?

As she was saying like that, I was like, "That's totally that sense of belonging." It's all these kind of thoughts that are going back and forth and making us feel crazy. But we feel like our belonging is at risk, and that there is a scarcity of belonging, a scarcity of cuteness, right? But we all feel that way in our bodies.

[00:18:20] JB: How do you feel when you were getting your wedding dress, because that's such a monumental outfit.

[00:18:27] AS: Ooh! That's such a good question. So I never had a vision – This is so funny. I feel like I'm very big picture, but I've never had a vision for my life. So I never knew if I would get married. So I never had planned like this is what it has to be like.

So I went, and I was not going to spend a lot of money. I realized also a big issue with me with clothing is I don't like spending the money on it. So I avoid it altogether. It's my pattern. It's like uncertain, "Should I be spending the money?" and a big piece of that is because, for the first eight years of building my business, I didn't have money to spend on anything other than my education, and like the electricity and mortgage. You know what I mean?

So kind of moving back to the wedding dress. So I asked a friend, because I didn't live in Pittsburgh at the time, but we're getting married here. So I asked a friend, "Where do you recommend that I go?" At the time – What was that show on TLC? Is TLC still even a channel? Oh! Say Yes To the Dress. Do you remember that show?

[00:19:27] JB: Yes, I became obsessed with it when I was getting married and getting a dress. I started watching every single episode.

[00:19:35] AS: Yeah, I really liked the show.

[00:19:37] JB: I loved it. I used to cry like every time.

[00:19:40] AS: I know.

[00:19:41] JB: It's so happy, because women feel genuinely beautiful and there's something about the wedding dress that's different than any other outfit that they've ever put on, that they see themselves as this beautiful. It transports you into seeing almost like your soul being and not just your outward appearance, and it's really strange how the wedding dress does that, but you can't get that same reaction from just going and buying a business suit.

[00:20:11] AS: Well, I think that's part of the narrative of like you're being rescued. Like you're this pure, innocent, never burgeoned, that is ready to be taken by her man, even though I don't think most of us are. I don't know.

[00:20:24] JB: No. It is, it's put in your head that you're supposed to feel – The whole crying thing. Like you'll know you have found the right outfit when you cry.

[00:20:33] AS: Well, and I'm so glad you said that, because that was like – So I found my dress, which I still love to this day. It was a very classic, not a lot of frills. It was very elegant, I thought. I mean, it's on my Instagram, so if anyone's curious, they can look. But I didn't cry. I called my friend who had been married before me and I was like – She's like, "Did you find the dress?" Because she had recommended this store, and I was like, "I did, but I didn't cry." I was like, "Did you?" She's like, "Fuck, no." I was like, "Oh! Okay, I thought it wasn't maybe the one," because I looked at it from – I really like this. It really is my style. It's under a thousand dollars, and I could get it, and if I bought the floor model, I can get 10%, because you're going to tailor it anyways.

But it wasn't like this big like, "Aaah!" It was just like, "Yeah, this feels really good. I think I'd be comfortable in it," and I really liked it and I still like it to this day. So that was my process. But what was interesting is – So I was living in Philly at the time, right? So I bought the dress and they were like, "You have to come back at this time for a fitting." I was doing live method at the time. Do you remember live method? I think it's moved online. But I didn't, and I was very intentional because I was – This was seven years ago, so I had definitely felt like I had a truce with food, but I was still like – I could still be sucked in, maybe. I was like, "I am not getting psycho about my health for my wedding dress."

In fact, I was diagnosed with hypothyroid. This was a time when they thought I might've had thyroid cancer, and Dr. Racquel was like, "You need to take graduate school off." So I really slowed down, but I worked out consistently five days a week. I don't know if it was slide method or it's just me being consistent for five days a week. I didn't change my diet or anything else. By the time I went back to the fitting, they said, "If you lose any more weight, you're not going to be able to –" And I don't even know if I lost weight, because I didn't weigh myself. They're like, "You're going to have to get a smaller sized dress, because we have to take this in so much." I was like, "Huh!"

So I did feel really good. I was really toned. I mean, it was – I don't even remember what size dress, but I felt great on my wedding day, but it was just more – I don't know, because I think the process leading up to my wedding, like I really slowed down. I connected with friends. I really took care of myself. I remember getting facials, or something like that, like one facial or something like that, but just really slowed down. I think that's why it felt so great in the dress. It wasn't – Yes, my body was physically toned and I like the dress, but it was just the right fit for me. I would've been able to enjoy a \$10,000 wedding dress. If people can enjoy that, that's great. That just wasn't – There's no judgment there if you spent that –

[00:23:09] JB: You would've been able to enjoy it if you were just in a different circumstance. You know what I mean? It all depends on your level of – Where you are in your life and how much money you have and what you want to spend your money on. It's hard to just say like if you are a millionaire, it's hard to say if you would have not even tried on those more expensive dresses.

[00:23:32] AS: Right. I'm so glad you brought that up, because I was thinking about my friend. Her husband was like a teacher at this really prestigious private school and one of the parents bought her a Birkin, and I had never – They are \$25,000. In fact, she was my photographer for my new website and she brought the bag, if we wanted a prop for, to use it, because it was the colors of my new brand. It was this like blue. I was like, "I didn't even –"

[00:23:59] JB: I can't have that in my branding. It's not who I am. I definitely would think that.

[00:24:06] AS: Well, I was like, "If the colors match." I was like, "Would anyone even know that this bag was \$25,000?" Because I was like, "I'm not even of a class that I'm aware of these brands."

[00:24:15] JB: I only know about the Birkin from Sex and the City.

[00:24:18] AS: Oh! Was on the Sex –

[00:24:20] JB: There's a whole episode about the Birkin bag. That's the only reason I know about it, but that's – There's a whole Sex and the City episode.

[00:24:28] AS: I was like, "Oh my God! There's brands that I'm not even aware of," because it's almost the obscurity of it, means that you're in the know. Do you know what I mean? They don't want to be known by everybody. So yeah, you're right. Have

about you with your wedding dress?

[00:24:42] JB: Well, that was the thing I was most excited about with the wedding, aside from marrying my husband, was the dress. Because, again, going back to me to me as a little girl, I love fashion, and I love a reason to put a piece of art on my body. This is like the only time in your life that you can wear, that's appropriate to wear this specific kind of art is how I was looking at it. So super, super exciting for me.

I went to a bunch of different places. I must've tried on – I don't know, 20 different addresses. I had a to certain budget and I knew a certain – Definitely, certain cuts that I feel more comfortable in, or materials, because I get really hot. I'm always sweating. I had to make sure of things like that. I actually did have the experience of crying when I found the right dress, but I don't necessarily know if it was – I don't think it's the dress necessarily that is why I got emotional, but it was the circumstances of my mom ended up coming to the appointment with me unexpectedly and we have had a very rocky relationship, and I think it's just really this idea of my mom who I never thought would probably be the person whose getting the dress with me is here. I think it was more me crying because I felt emotional and not necessarily, "Oh, this is definitely the dress. The dress was so beautiful." So it's like the combination of feeling really beautiful.

I remember saying I've never felt so beautiful. This dress just fit my body in a way that it highlighted my figure. But then having her there was sort of like how I probably had fantasized about having my mom get my wedding dress with me. That's not the relationship we have at all. So her being there was so random. So it made me, I think, just feel a lot of emotion.

[00:26:51] AS: Yeah. No. I can see that, right? It's something also that we're told, like mothers and daughters bond over, right? So it's like it feels really good.

One of the things that you were saying is – And this was funny, because this came up in Truce With Food last round, is people were saying like, “What do you do – Clothes just don't fit me.” I was like, “Yeah, they don't really fit anybody. That's the problem.” I gave this client like all these ideas, like, “Maybe you can find designers that work with people with your body?” Then one of my clients chimed in, and who was brilliant, and was like, “Find a tailor.” I was like –

[00:27:21] JB: No! It's amazing she said that, because when you get a wedding dress, they clip it, right? Because they're all samples sizes. It's very rare that you're trying on a dress that is your size. So they clip around your figure and completely make it fit to your body. I think that's part of why women just feel so good in their wedding dress, is it's – Most of the time, it's the only piece of clothing you'll ever have, is perfectly tailored to your body.

[00:27:51] AS: Yeah. As you are saying I'm like, “Oh my God! This is why we need a tailor in real life.” What I also thought was interesting, you were talking about like you love the textures. When I was going to shop for Martha's Vineyard the night before our flight, because I avoid shopping, I was trying on these shorts and everything, and I don't normally wear shorts. I was like – My immediate reaction was to look in the mirror, which I think all of us are, and I was like, “I wonder if these look good.” Because I knew we were preparing for this episode, I was like, “Huh! Isn't that interesting?” I asked the lady what the return policy was, because I wanted to go home and asked Carlos to double check that they look good, and I was like the first response that I said wasn't like, “Oh, do I like the fabric with how these feel? Do I like how I feel in this?”

[00:28:34] JB: Does Carlos even know – I think it's hard to ask other people, “Does this look good on me?” Because especially for somebody, at least like my husband he's like, “I don't know what you're looking for for me to tell you,” because he thinks that it looks good. You know what I mean? It's all the same to him in a sense.

[00:28:56] AS: Right. That's what – What is it? Someone was telling me about a study that women dress for other women. You know what I mean?

[00:29:02] JB: Yeah. No, for sure. I mean, if you asked me, it would be a really different response than like asking one of our husband's

[00:29:10] AS: Yeah, and I wonder if then I'm like – As you're saying that, I'm like, "Is to confirm the male gaze? Do I care about the male gaze more than what my friends think?" I don't know. I think for me, it was more just like a second opinion, because I don't feel confident in my fashion abilities.

But it was just interesting. I was like we immediately go to the mirror rather than even starting with like these – I wouldn't even tell you what – I could even name the fabric I like or whatever, or like – Then thinking like should I get this tailored? Granted these were jean shorts, which are now back in style. That's another thing. I was like, "Oh my God! Didn't we get rid of these 20 years –"

[00:29:47] JB: Jean shorts were out?

[00:29:49] AS: Well, I thought – Oh my God! I feel – It's clear how bad of a fashion – I actually dress okay, guys. Like I'm not a mess, but I just don't know.

[00:30:01] JB: I don't even like jeans. I just find them really uncomfortable. I'm have always have crotch sweat. I call it swamp ass. I always have swamp ass. Even in the winter, like I walk and I'm just a very – I'm just very pita. I'm always really like hot. So I have to find things that I know that are going to be supportive for my sweat. That's like a big part of shopping for me, is like colors. Can't wear too light of a color, armpit sweat. Somebody was like, "Oh, just get Botox in your armpits and then you won't –" I'm like, "Oh, yeah. That's what I'm going to do. I'm just going to clog up my glands."

Yeah. I think it's important, what's going to feel comfortable. What's not going to make you feel embarrassed because you're dripping sweat down your legs?

[00:30:54] AS: Yeah. No. I think really important, so that we don't exaggerate. Clothing, if it's already going to be fraught, like let's start with – Again, we talked about this in the social media episode, but grounding back to what's important to you. You want your clothing to be functional. So do I. I want my wardrobe to kind of be able to be mix and match.

When I went out – Probably the last time I did major shopping was like in college. So a lot of my stuff – I may, I've gotten rid of some of it through the years, but like last year I went through and I was like, "Okay, these are the colors that I really like. Let's stick to that so that I can always mix and match," and not having a lot of pieces is important to me as well. But what fabrics feel good, and being okay with getting a tailor.

I will tell you, I used to think – I remember growing up, my friend in high school, her family had a lot of money and she would always get – She was under 5 feet, so she would always get everything tailored, because everything was so long on her. I incorrectly correlated that getting a tailor is super expensive, but you can go to like the drycleaner and get things tailored, and it makes it so worth it, because you feel like it is alignment with exactly what you need. Because I don't think anything fits anyone off the rack that well.

What I was also thinking about is like clothes that were made in like the 70s and the 80s, like I know vintage clothing is like really popular, but it held you in so much better. Didn't it? Than like this stuff that they make today that's designed to be – What is it called fast fashion?

[00:32:24] JB: Well, I think that things are more cheaply made and now. They're not as good quality, so they're not as structured.

[00:32:29] AS: Yes, that's the word. They're not as structured.

[00:32:32] JB: Yeah.

[00:32:33] AS: But I think it's really important for us to realize that what fabrics work really well with our bodies, let's get a tailor rather than thinking – Again, rather than feeling like we have to fit the mold, we can make the mold that we want. I think that's an important metaphor in general in like, and I think that can go a long way towards us feeling comfortable in our clothing, because, weirdly, when you feel uncomfortable in your clothing, you tend to over eat right just because of the discomfort, or you don't eat in public and then you come home and eat afterwards, because you're like you make it mean something about your thighs rubbing together, or your swamp ass as you would say, or that you're un-Botox armpits are a sweat machine.

[00:33:17] JB: Do you think I'll sponsored by like deodorant brand after this?

[00:33:23] AS: I also want to say too that we are talking about, you saying, as a piece of art. One of the things I was chatting with a client, and was feeling bad about caring about her clothing, but she has a really big job. She's in a leadership position and clothing really does say something when you're in the corporate world, especially. She's in the corporate world.

I think that's that nuance middle that we have to get at, and why it's important to understand what makes us feel good, is because whether it's right or wrong, clothing does influence how people see us. Now, it doesn't influence us to the degree I think that we make it mean when we're triggered, if we're feeling tired, uncertain, inadequate or lonely. But it definitely does matter. What I was telling her, she's someone who's very organized and she's someone who – She's very values order and beauty, and that's okay to value that.

I think John Donahue talked about the difference between glamour and beauty, and beauty is a much more, I think, natural value, and glamorous is kind of beauty on steroids, right? It's kind of the like your hair doesn't move and you're spray tanned and you're going to the Met ball, right? That can be fun on occasion as well. I love seeing what Rihanna is going to wear, or Beyoncé. That is glamour, and that's so fun, but that's costume. That's like – I don't know, like you said, a piece of art that you're wearing versus it's okay to care about beauty and order. I mean, I care about order. I think nature is so elegant. I love beautiful things that are embodied beauty, not just clothing.

[00:34:56] JB: I know that when I'm more put together even if I take just a little bit extra time to the days that I want to put on a little bit of blush, or put a little color on my lip. I perform better. I have a better – I teach a better class. It's just that I feel more with it. I feel more together and ready for the day, versus if I just roll out of bed and like I just feel – I just don't feel like I look good, and it's not really judging myself and saying, "Oh, you're ugly." It's just more – Like I didn't take the time to really care about my self today.

[00:35:35] AS: Yeah. As you were talking, I was thinking about like ever since humans – We've kind of been documenting human's history. There's been like war paint. There's been like – There's always been clothing artifacts.

[00:35:46] JB: Like a ritual to kind of like prepare for something.

[00:35:49] AS: Yeah. Like put your best face forward, I guess, or whatever. I think that metaphor, that symbolism, is important. I've seen research about how people do perform better, like when they wear the corporate clothing, or like the suit and tie, or dress. I agree. I mean, I found a really great makeup line. This makeup line is so cool. It's called RMS Beauty, and I actually think Meghan Markel uses it I found out, because

I follow RMS Beauty online. But what the makeup does, it's very simple. It actually nourishes your skin at the same time. So I use a bronzer, and then this like highlighter, this like white highlighter. But the bronzer has I think jojoba oil in it or something, something else, some vitamin. I was like, "Oh my God! I can get behind this, because it's actually moisturizing and adding to my skin," and it takes two seconds to put on. It's really not that much and it's very simple.

Again, it's kind like my wedding dress. I feel like the makeup serves multipurpose, and I have this great red lip that, it's so funny, so many people have asked me that. Carlos got that for me for my birthday. It's an organic lipstick. He's so much better at fashion. He used to work at the Gap and all those stuff. So he's like so much more stylish than me, but just putting that together. I found that I really like jewelry. I think because of my history of clothing and struggling with my weight, I always felt like jewelry was the one thing that I could really get excited about and that would look good, because who says my earlobes look bad? You know what I mean? No one says that. Yeah. I really like jewelry, and I've realized that I really like to wear like kind of look put together on the very basic level, but then wear jewelry and do like a simple makeup.

[00:37:28] JB: Sometimes, for me, it's hard to go out and socialize, because the effort that it takes to look the way that I would want to look, which isn't even that much. I don't do that much. My put together might be somebody's like really un-put together. But just thinking about like putting a little bit of makeup, or not wearing my workout clothes, not putting a hat on, having my hair looks somewhat presentable really stresses me out and where I don't socialize because of that. It's like it's too much effort. I'm just going to stay home.

[00:38:04] AS: Interesting. So that's belonging level that we talk about, like wanting to – Because what if you showed up without all the effort?

[00:38:11] JB: I do that sometimes, but then I don't feel – It just feels not as special to me, and I want to try and create this difference between my day-to-day, because I'll go out have a drink with a friend post-workout on a weeknight sometimes after work, and that's like I'm in my workout clothes and I don't feel – I don't feel like that about it all. But it's more like this Friday night or Saturday night trying to get out of my routine and doing something a little more special and just like pushing myself a little bit out of my comfort zone. Sometimes I'm just like I just – Maybe I'm depleted. Maybe that's what it is. Maybe I just don't have the energy, the resources to do it. If I had more energy, I would feel up for it.

[00:38:50] AS: I also wonder if you're building it up as an avoider, it's that's a prominent pattern for you, avoid –

[00:38:55] JB: Oh, yeah. I am the avoider.

[00:38:56] AS: Yeah, they like build it up. They're like –

[00:38:58] JB: Based on Ali's quiz, I'm the avoider.

[00:39:01] AS: Yeah. Oh my God! That reminds me, we are going to pause right now for a word from our sponsor and then we're going to come back and I want to talk about green fashion and bathing suits. So sit tight right here.

[SPONSOR MESSAGE]

[00:39:15] AS: This Insatiable episode is sponsored by my client described, life-changing program; Why Am I Eating This Now, if you are tired of the on/off cycle, want food to stop being worth it in the moment, but not afterwards, and you want to stop self-sabotaging with food? This live program is for you.

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[INTERVIEW CONTINUED]

[00:40:00] AS: Okay, Juliet. We're back. Before we get to green fashion and bathing suit, let's pick back up on that avoider from the quiz. Yeah, avoider build things up, right? It's got to be like this dramatic piece of art, or not. I bet there could be simpler things that you could do that just a little bit might even give you momentum to do.

[00:40:18] JB: Well, I think if I was a little bit more organized, and like you were saying, if you have less pieces and you know ahead of time, or this is what goes with this. I always envied that show What Not to Wear when they would like –

[00:40:31] AS: Oh yes!

[00:40:32] JB: When people like throw everyone's shit in a garbage bag. They're like, "No, you're not allowed to have any of these anymore. This isn't suiting you." Then they would curate outfits for you that you could mix and match the pieces and it's like, "All right, you only 10 items now." But you know what looks good with everything. It's like I'm not really a fashionista anymore like I used to be. So sometimes it's just like I don't even know what looks good together. I definitely know how to do Athleisure. If anybody needs any help with that, but that's pretty much a no-brainer.

[00:41:04] AS: I love you. I know how to do Athleisure. I know, I'm in this – I work in co-working space, and I realized that for me to be consistent with exercise, like working out at lunch is really my prime time. So I come in here half the time in like Athleisure,

and some people are having these like power meetings and I'm like, "All right, once I shower in the afternoon, I come back, that's like my power hour."

So let's talk about bathing suits. I feel like that is so triggering for people. It's like you want to go eat just thinking about.

[00:41:35] JB: I'm like making a face right now.

[00:41:39] AS: I saw your Instagram though. You showed your butt from your – I'm like, "Go Juliet!"

[00:41:44] JB: Yeah. I mean, I have a lot more body confidence than I've ever had before. So I don't really feel – I feel way more confident than I've ever felt in a bathing suit at this point in my life. I used to be really, really like freaked out when it came to doing anything, like I wouldn't go to a pool party.

[00:42:02] AS: I would go, but then say, "Oh, I forgot my suit."

[00:42:06] JB: Yeah. I just wouldn't go. Especially for work, my business partner, he always wanted to have a pool party and part of its like, "Ooh! We're also hot and fit. We got to show off and have a pool party with each other." I was like, "That sounds like a nightmare." So I just wouldn't go.

[00:42:22] AS: I'm getting the moral – My main take away from these episodes on triggering is I am so glad in not in the fitness industry. The pressure sounds ridiculous.

[00:42:32] JB: It's the pressure that you put on yourself, right? That we all feed into it, who are in the industry. I think that if we talked openly about it more and we were more supportive of one another, I think that we could take some of that pressure off.

[00:42:47] AS: Yes, and I think help more people too, because I think people get intimidated.

[00:42:51] JB: For sure. But then like I said, then it's the consumer that has certain expectations as well. The consumer is also kind of like release some of that.

[00:42:59] AS: For sure. Can we just all agree this is insane?

[00:43:03] JB: It's fucking insane. I'm allowed to have cottage cheese on my ass, people. I'm a woman. My body fat is not 15%. It's a healthy 20, and that's pretty low for a woman, and yet there's just so much pressure to have to be so cut and to be so shredded. Then that makes me more worthy as a fitness professional aside from my knowledge and my ability to make you super strong and fit and feel good about yourself. That should trump all that other stuff.

[00:43:35] AS: Yeah. I found as I've gotten healthier and really confident in my body, just probably because I'm confident in my life and stuff. I actually bind – There's not one body type that I prefer, but I can really look at different body types and see how beautifully, especially clothing. Different things look better on people who are curvy or who have 30 extra pounds. I'm so impressed with how people can like put these patterns together and really be creative. I'm really into the softness more I think than when I was struggling with my weight. I really did admire – I just thought everything looked good on people who were basically like female little boys.

[00:44:15] JB: Like a fashion world.

[00:44:16] AS: Yeah. Yeah.

[00:44:17] JB: Which is like hangers basically. Things that can just – You can just like lay over top of you.

[00:44:23] AS: Yes. Now I'm like, "No, I want to see what real people look like and how they're rocking that." I love, especially when curvy women wear those like high-waisted jeans. I'm like, "You look so feminine. Maybe that's like bad to say that that looks so feminine, because feminine can be anything. I think it looks really sexy when they do that."

[00:44:41] JB: There's just so many body types out there. It's like everybody's body is different from the other person's body, and I think that that's so – It's special. We're all unique in that way.

[00:44:53] AS: Yeah, I agree. I bought a bathing suit this year, because I had a two piece and I haven't worn a one piece in like probably 20 years or whatever. Again, I didn't wear a bathing suit for a long time. But I bought it, and it was so – I loved it. When we were at Martha's Vineyard, it was so functional. I think I'm getting old. I'm like I was able to walk very comfortably in it, and I was like – And people looked really good in one pieces.

My friend, I was at her pool party and I went into the pool and that stuff. She took pictures of us and like post them on Facebook and I like wasn't like, "Ooh! What am I going to look like?" I was just like, "Oh my God! It was such a good time." But I think the one piece, it's like underrated. I felt so held in and like so – Carlos and I walked for like an hour on the beach and I wasn't worried about my top coming undone. I don't know.

[00:45:41] JB: Oh, yeah. For sure. With like bikinis, sometimes they're very uncomfortable. Also, the tie at the top of the neck hurts my neck. It gives me like a sore neck, because you have to tie it tight enough where it's not like going to fall down. I also have embraced the one piece, but the only issue is the tan lines. You get tan

everywhere and then your stomach is super, super white. Not that it really matters. But it is more functional, for sure.

[00:46:07] AS: That's true. Well, it's funny that you should say that, because the one piece I bought has like back in the neck, but I took it off and I just put it closer to like where your armpits come in. The one girl was like, "What's going on with your suit?" I'm like, "I don't want tan lines," because I wear so many tank tops.

[00:46:24] JB: Yeah.

[00:46:25] AS: So I get that. But I think I used to – As we're talking about this. I think I wanted to wear a one piece or nothing, because I felt like wearing a full piece was saying that I was like heavy and trying to cover up. I was calling attention to that or something. I think that's what we're talking about.

[00:46:39] JB: Like you're not confident enough. Your body is not good enough to wear a bikini.

[00:46:43] AS: Yes, a bikini.

[00:46:45] JB: Yeah.

[00:46:45] AS: When it really – It's like, again, what looks good for you and you're going to – Rather than picking what people are going to think, like how do you want to enjoy the pool party, or how do you want to – And that could include even getting a cool wrap or something. But really thinking about what you need and why you're feeling tired, especially I think with clothing, the trigger is more uncertainty, what will people think the inadequacy and –

[00:47:08] JB: It's pretty crazy though. Not to interrupt you. Just thinking about this, this bathing suit evolution, just how uncovered people are to go swimming and how it's just that's the norm, is to basically like not – Is to everyone to pretty much be naked.

[00:47:27] AS: Especially in Europe. When I lived in Paris and we would like – No, it was actually I think after I studied abroad, and we did like a month abroad and it was the summer time. This was when I was like so insecure about my body. I have gained all these weight studying abroad. It was so refreshing to see these like old people walking around nude, or heavier people, or thin people, or even women walking around topless. I was like, "This is shocking to me." I just was like, "What? They didn't get ready for the beach in six week or read women's –" It was just like such like a different level of like comfortability with like a range of body types. It was really healthy for me to see that. But I was like, "I could never do that at the time, and now I bet I could do it if no one I knew was around.

[00:48:21] JB: I mean, I think it's important and freeing to go to the beach and be – If you want to start with the one piece, if you can get into a bikini and just see your body, feel your body. If you have rolls, if you have thighs rubbing together, whatever it is, and just being, "This is my body," and who's to say that this is wrong?

[00:48:50] AS: Yeah. I also think focusing on like the sand between your feet and how cold or warm the water is.

[00:48:58] JB: Experiencing the elements.

[00:48:59] AS: Yes, and the pleasure of being in your body rather than being kind of this surround sound, or like I think bout like how they have cameras as the sports games, like tracking all these different angles. Like that's what we do with the criticalness of ours, like, "What does it look like from behind? What do I like if I suck my stomach in?" Try in your clothing, like "How do I like these textures? What colors do I

like versus I think looks good on me?" and what feels really fun and self-expressive, and get a tailor. Get a really good tailor. I think it makes such a difference in being where you are.

I've had so many clients who once they kind of – As we're working together, it's not about weight loss, and it's like just really like cleaning out their closet of what doesn't fit anymore and just being where they are with it, it's hard to do the editing down or the donating. But then once they do that, it just feels so good to be where they are, and they can buy clothing that – As I would say, as someone who doesn't like to spend on clothing, you can buy clothing that will change with you. Do you know what I mean? Like you can buy a dress that like if you do lose weight, you can belt around it, or like wear the right size and then you could wear a blazer over it that you could eventually take off or whatnot. There's ways I think to really be where you are and the size that you're in, but first focusing on what you want to be wearing and what you feel good in.

Because, I know, oddly I realized I feel really good in like A-line dresses, whether my weight is up or down. But with my body type, those all tend to look pretty flattering. So it's like, "Okay, have some of based on the season and stuff like that." So I think that's important.

One thing I just want to say before we wrap up is I want to talk a little bit about green fashion. This is something that I'm just learning about. The fashion industry, just like the boot industry, is really built on slave labor. It's built on very environmentally unfriendly practices. So I just hope all of us, especially moving forward, we can think about vintage, we can think about really buying what we need versus just kind of buying to buy.

I have a couple cool companies that I think are doing really cool things. In Pittsburgh here, my friend named Nisha. She owns not Knotsland, K-N-O-T-S land, and she does

recycled bowties for special occasions, and they're awesome. I would just definitely check them out. No one has paid me to say this. This is just my own social justice side, that's like, "Let's consider green fashion."

The company Thread also based in Pittsburgh, they make backpacks. They are literally, Juliet, taking plastic out of the ocean and recycling it into backpacks. How cool is that?

[00:51:44] JB: That's so fun. I need a new backpack. I'm going to check that out.

[00:51:47] AS: Yeah, Thread. Then a friend of mine, her Instagram is Boundless By Kara, K-A-R-A. Her name is Kara Ladd, L-A-D-D. She is a very fascinating 20 something year old who just has gone through cancer and is really into green fashion. It is amazing to me what she shows and how you can really get like Gucci, Prada, all these stuff that's been really well – Like hasn't been well – Like it's been really well-taken care of. Don't think that just because green fashion, you have to wear like tie dye. That's what I used to wear in middle school, like tie dye shirts. But really high-end stuff, and I think that's super important.

Then this company isn't necessarily environmental friendly, but I think they're doing a really good job with body diversity, which is it's Knixwear, K-N-I-X wear. Juliet, you were talking about Athleisure. I got a bra from them that is like comfortable, but you can also workout in it, but it's not like – It doesn't give you the uni-book that like sports bras do. Because we didn't even talk about undergarments, but those are some of the plugs I want to give. Do you have any comments on green fashion? I don't know that much about it, because I don't even know that much about fashion. But it's something that's really on my radar, is I try to make choices more aligned with my values.

[00:53:07] JB: No. Yeah, I think that's great. I think always like when I find brands that are made in America – Do you know what I mean? Versus coming from overseas

where you know there's a lot of like slave labor happening. Not to say that the things like weird things don't happen in America. But I've always done a lot of consignment shopping and thrift store shopping, just something I was in the habit of doing from a young age. It's like fun to get pieces that you can't find in regular stores. It's like more one of a kind too.

[00:53:37] AS: Yeah, and it makes it more of an adventure, right? You can kind of pull things together.

[00:53:41] JB: People always thought I was like weird for wearing people's old shoes for some reason.

[00:53:46] AS: Really?

[00:53:46] JB: Yeah. I don't know. Maybe it's the stinky feet thing or something, but I mean people buy shit and literally wear it one time. It's crazy how much goes to waste. I know even for myself, when I clean my closet out year after year and I'm like, "Oh my God! Look at all the stuff I'm donating. This is crazy."

[00:54:08] AS: Yeah, but I love that you donate it. I donate as well, because I think it's so important. Don't throw it out, right?

[00:54:16] JB: Yeah. There is definitely people who will love to have the stuff – The only things I do throw out are some of my workout clothes, because I don't want to have anybody be subjected to that. Nobody should have to wear some of my workout clothes.

[00:54:32] AS: You could use them as cleaning rags. That's what my mom used –

[00:54:34] JB: I know. I have them – That's a great. Yeah, I cut them up. I do do that.

[00:54:37] AS: Oh, good, good.

[00:54:37] JB: Like old boxer shorts and stuff of my husband's, like we use as cleaning

–

[00:54:42] AS: Yeah. Yeah. My mom used to do that with my dad's underwear. It was like all these white rags. It was like Hanes or whatever. I don't know.

Yeah, any closing thoughts, Juliet? I just hope people will really like start to be okay with not fitting into whatever size and not even judging based on what size you are. Because to your point, they're all different. Who knows? Like the juniors are seniors, and the seniors are juniors. We're in the upside down people. Binaries are disintegrating.

[00:55:09] JB: No, it's totally true. I mean, I don't even fit – I couldn't even fit into something in Target. They didn't even my size. Things like that, I'm like, "That doesn't make any sense." I'm a pretty average size. It's just absolutely crazy out there and we can't let it dictate our emotions and how we feel about ourselves and like having a good day or a bad day. If you're struggling with finding something to wear to go out – I mean, I think, Ali, just simplify. It doesn't have to be so crazy. Just simplify it.

[00:55:44] AS: Yeah, and figure out what you feel good about expressing, because clothing can be very expressive and it can be very political these days, right? Yes!

[00:55:54] JB: Most importantly is comfort. That's the most important. It really is.

[00:55:59] AS: Yes, I'm so glad you say that. Figure out what's comfortable for where you are right now.

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[END OF INTERVIEW]

[00:57:32] AS: Thank you, health rebels, for tuning in today. Have a reaction, question or want the transcript form today's episode? Find me at alishapiro.com. I'd love if you [leave a review on Apple Podcast](#) and tell your friends and family about Insatiable. It helps us grow our community and share a new way of approaching health and our bodies. Thanks for engaging in a different kind of conversation. Remember always, your body truths are unique, profound, real and liberating.

[END]