

BACKYARD ROSE'S FALL DEBUT SHOCKED US ALL, INCLUDING TESS CHRISTINE HERSELF

The new collection, *Park Avenue Autumn* sold out in only 12 minutes after launching online on October 5th.

Words by: Emily McVey

YouTube and Lifestyle blogger, Tess Christine recently launched her new online clothing brand *Backyard Roses* this past August. Her first collection *Prairie Picnic* sold out online in only two days after the debut. Her success doesn't stop there, her fall line *Park Avenue Autumn* sold out in only twelve minutes after the website launched!

Founded by Tess, *Backyard Roses* was inspired by her midwestern childhood backyard. Originally from Wisconsin, Tess now lives all of our life goals in Brooklyn with her husband Patrick.



The *Kristina Rib Dress*

“We are already working on a restock...I love you and am forever grateful for your support”

Blending authentic midwestern with her urban city style these clothes are everything you have ever wanted in your closet. Seriously we can't stop thinking about the *Julia Wrap Dress*. All of the garments are made for all body types, Tess's goal is to have women feel comfortable and carefree while wearing an outfit. She believes wearing an outfit that makes you feel comfortable and stylish will help you feel like your best self. Her brand is dedicated to her friends and family



Tess modeling the *Kara Belted Midi Skirt*

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who have been on her journey on YouTube since 2011. The garments are named after important people in her life, the *Carrie Gingham Top*, *Kara Belted Midi-Skirt*, and the *Melissa Sweater Top* just to name a few.

Tess is also big on body positivity and women empowerment, as we all should be hello it's 2020! Sizes of clothes run from extra small- extra large, using models of different races, shapes, and sizes helps emphasize the message this brand has of appreciating everything in the world that is beautiful. Tess hopes these garments inspire others to stop and take a moment to realize all of the beauty that surrounds us. When wearing an item from *Backyard Roses* is made to amplify

you as a person and uplift you to feeling beautiful in your own skin and body.

Ethical fashion also plays a major role into this brand, garments are made from fabric sourced from recycled poly bags. The tags on the clothes are also eco friendly as well while also furthering the importance of beauty blooming everywhere. Each tag is made from seeds that can be planted, currently the tags can grow either chrysanthemum or sesame.

Being a new brand to launch, especially during a global pandemic can be challenging but thanks to the audience that Tess has attained during her years as a blogger her brand is already respected. Bringing in elements of body positivity and the mantra of finding the beauty in all things around us, especially finding our own beauty in ourselves definitely has us supporting her message. Not to mention Tess' impeccable style, what more could we ask for than trendy outfits to add to our ongoing clothing collection!



Tess sporting the *Emily Henley Rib Top*



The *Amelia Dress*



Tess' first videos on YouTube started as "get the look" videos of her favorite tv show characters from *Gossip Girl* and *The Vampire Diaries*. Her Bachelor degree in Public Relations helped her elevate her following and brand. She now uses Instagram and YouTube as her main source of content for her subscribers and is even an ambassador for brands like Fabletics and Tressemé.

