Marilyn Wann was motivated to pursue fat activism after what she describes as her Really Bad Day, when a man she was dating told her he was embarrassed to introduce her to his friends because of her weight, and she was denied health insurance because Blue Shield of California deemed her morbidly obese. “This double whammy of social and institutional exclusion based on my weight woke me up,” she said. “Until then, I had hoped to avoid the impact of anti-fat attitudes by avoiding the whole topic. Fat activism. A movement based around the idea that people can be healthy and beautiful at any size. The movement is generally accepted as having started in 1969 with the founding of NAAFA by Bill Fabrey. Noteable groups in the movement’s history include the New Haven Fat Liberation Front and the Fat Underground in Los Angeles, both of which were active in the seventies. VICE: What inspired you to get into the plus-size fashion scene? Jessica Hinkle: I always wanted to work in fashion but didn’t pursue it earlier because I felt that I wouldn’t be welcome. Can you explain why? Body positivity comes from fat liberation activism. Though I value parts of body positivity because I think it has allowed more people of all sizes to embrace their bodies, I am way more connected to fat liberation. “Fat” is my preferred term.