

LE: It's not to say that I won't work with brands who need improvement in some of those areas, but they have to be willing to make the changes. I had a company reach out to me and saw that they had a product on their site that was a Japanese word. I asked, "hey, was anybody who's Japanese involved in the design of this product or even the naming of this product?" They completely just didn't respond, didn't answer. I would love to see a brand have these things pointed out and say, "oh wow, we didn't see that thank you for bringing it to our attention, we're going to change it." That would make me excited to share their company like, "hey, look at this brand, I pointed out something and they're changing it, like let's support them because they're trying to be better." I wish more companies were more open to accepting feedback and changing.