



## Our Story

Before Spinsters Row was a company, it was a wish.

Two of our founding members, Angie Fryer and Teresa Pham-Carsillo, frequented several blocks of Piedmont Avenue in Oakland, California, because it had all the things they loved: an independent movie theater, a used bookstore, a bead shop, a yarn and textiles shop, antiques to sift through, and small cozy restaurants to share a meal. We jokingly called it Spinsters Row and wished we could build their own neighborhood around that name.

With Spinsters Row, we imagined going back in time and living an Emily Dickinson inspired lifestyle – decorating a modest attic apartment, discovering oddities and treasures in dusty shops, chatting with neighbors and strangers alike, and dedicating time to a wide-ranging assortment of hobbies.

Thus, the concept of “living spinster” was born.

Before it was a derogatory term for the unmarried, unwanted woman, the word “spinster” entered the lexicon in the mid-1300s to describe a woman who spun thread and yarn for a living. Even the original meaning of the word referred to a woman who supported herself through her own labors – a feat that should be celebrated rather than derided.

Today, we’re reclaiming the term and expanding it to include anyone who is led by their own opinions and values, charting their own fearless path in the world. We don’t consider spinsterhood to be dependent on marital status, parental status, socioeconomic situation, or career. We embrace all those who take time to nurture curiosity and a life of the mind – whether through books, hobbies, travel, or unique experiences – to be spinsters at heart.

This orientation to the world guided us to 2025, when our founders came together to craft a shared vision of an online destination that puts women and other underrepresented voices at the forefront. Spinsters Row is a virtual town square that blends e-commerce, original content, community, and narrative world-building. We hearken back to the olden days of the Internet when intimate, authentic online communities reigned supreme, while providing shoppers with the option to spend their money with a small business run by real people who are unafraid to shout their values.

Welcome to Spinsters Row, a place for the rest of us. Let’s build a world together.



## Our Purpose and Values

At Spinsters Row, we are your favorite teachers, your adventurers, your fun aunts, your community organizers, your oddball creatives. Our purpose as a company is to promote the spinster lifestyle – one that is centered on the pursuit of happiness and fulfillment through hobbies, friendship, and lifelong learning.

In our reclamation of the term “spinster,” we celebrate a life of the mind that aligns with every individual’s personal values and true north rather than letting others dictate what one’s life should be.

Our values (**Curiositas, Amicitia, Ludicrum**) are rooted in:

- ◆ **Curiosity** about the world around us, the experiences of others, untapped knowledge, and hidden mysteries that lead us down a path of lifelong learning.
- ◆ **Amity** with a focus on community-building, authentic intimacy, and inclusivity – regardless of whether a relationship is platonic, romantic, or familial.
- ◆ **Whimsy** and playfulness that does not end with childhood, embracing flights of the imagination, hobbies, and an everlasting quest for adventure.

# Company Overview

Spinsters Row is an online destination that blends e-commerce, original content, community, and narrative world-building. Our offerings include:

## Curated Shoppes

Each shoppe on our digital street presents its own personality, cast of characters, lore, and curated selection of goods. Our current shoppes are:

- ◆ **Spinsters Society** – where unconventional Spinsters Row merchandise is hawked by a frog proprietor named Tibbs
- ◆ **Violet Bellflower's Spiritual Salon** – where the tea is always piping hot, the veil to the other side is gossamer thin, and the goods would delight any mystic or witch
- ◆ **Kadin's Library** – where visitors can peruse books and media, expanding their minds and exchanging ideas on topics both academic and social
- ◆ **Tuck & Bow Emporium** – where two mysterious, scruffy canine gentlemen are always on hand to deliver style advice and encouragement
- ◆ **The Emerald Door** – where flights of whimsy and imagination are encouraged, and craft supplies are always overflowing
- ◆ **Ollie & Ike's Curiosities** – Where curiosities and obscure delights for the home abound in a shoppe that may or may not be haunted by the enigmatic Sir Ike



Our online blog is The Spindle, where we spin you a yarn about the historical ephemera, hobbies, and random hyperfixations keeping us up at night. Whether you're seeking crafting tips, tales of women who changed history, or weird pop culture takes, we have something to prick your curiosity.



Get on the rag with us – our newsletter, The Monthly Rag, arrives in your inbox with more charm and less cramping than one's monthly courses (not a high bar, we know). Designed to have the zany, informal content of an old-school zine with some Victorian era flourishes, The Monthly Rag delivers a round-up of our favorite published pieces, playlists, recommendations on what to read or watch, fun links from our travels around the Internet, and more. You never know what you're going to get, but we promise it will be diverting.

# Team Bios



**Angie Fryer**

Chief Executive Officer (she/her)

As CEO, Angie helms Spinsters Row's strategic direction, go-to-market plan, and long-term roadmap. She brings to the team decades of experience in digital marketing and training and development, along with big, bold, outside-the-box thinking that drives the company's vision.

Her spinster lifestyle includes raising a wild pack of small tan dogs, learning and equipping herself for new crafts and activities, watercoloring (badly), taking drum lessons, and curating an impressive jumpsuit collection.



**Teresa Pham-Carsillo**

Chief Content Officer (she/her)

Teresa leads all things editorial and storytelling at Spinsters Row, including strategic direction, writing, and editing for our blog, The Spindle - an online publication featuring original content about historical ephemera, hobbies, and other intriguing hyperfixations. She has a deep background in corporate editorial and marketing, and her personal writing has appeared in publications such as The New York Times, Poetry Magazine, The Southern Review, and elsewhere.

Her spinster lifestyle includes weekly visits to the local indie bookstore, writing poetry al fresco, watercoloring (badly), being obsessed with dogs, and baking birthday cakes for her favorite people.



**Sue Separk**

Chief Financial Officer (she/her)

Spinsters Row could not function without "Sue Rules," which are defined as the set of operating, financial, and compliance guidelines set by our CFO. Sue brings to the team extensive experience as a senior finance professional, with deep knowledge of accounting, financial analysis, and financial planning for company lifecycle phases from startup to dissolution.

Her spinster lifestyle includes being a childfree crazy cat lady, gardening, many music festivals and generally as much outdoor activity as she can squeeze in. She aspires to play with watercolors (badly.)

**Sandy Swain**

Chief Operations Officer (she/her)

As COO, Sandy conceives of, builds, and maintains the infrastructure that keeps Spinsters Row alive and running. She is responsible for architecting our operations and systems, social media, and community-building strategy. Sandy brings decades of experience in digital marketing, project management, social media management, and advertising.

Her spinster lifestyle includes riding her motorcycle all over the country, finding cool indie shops and bookstores, consuming inhuman amounts of movies/television/books/fanfiction, and spoiling her cats with the life they deserve.

**Calvin Lew**

Chief Creative Officer (he/him)

Calvin is the creative and brand visionary behind Spinsters Row, developing compellingly designed branding, spaces, and characters that complement our world-building and storytelling. With over two decades of experience building and executing brand campaigns, Calvin is responsible for defining, evolving, and maintaining a cohesive Spinsters Row experience.

His smanster lifestyle includes tinkering, remodeling his home that he shares with his wife (also known as the Countess Blue), traveling the world, cooking, mastering swimming, and Muay Thai.

**Kristin Long**

Chief Technical Officer (she/her)

As CTO, Kristin leads the website development strategy and execution that brings the Spinsters Row experience to our audience around the world. A veteran web developer, Kristin has experience building hundreds of websites, teaching thousands of professionals about web standards, accessibility, usability, and developing websites on WordPress, and has been a featured presenter at Adobe MAX and SXSWi.

Her spinster lifestyle includes being as childless as possible and as much of a cat lady as anyone can be.



## Contact Us

We hope you find our story compelling and that you'd like to explore Spinsters Row.

For media inquiries, please contact Angie Fryer at [angie@spinstersrow.com](mailto:angie@spinstersrow.com).