

This Holiday Season, Give the Gift of Feminist Streetwear with This is a MomBod

Women-owned brand blends comfort, style, and social commentary in gift-worthy apparel



New York City, New York Oct 8, 2025 ([Issuewire.com](https://www.issuewire.com)) - [This is a MomBod](#), the women-owned brand blending feminist commentary with cozy, giftable fashion, is making its mark on 2025 holiday wish lists. Known for transforming cultural critique into statement-making apparel and accessories, This is a MomBod offers a collection designed for comfort, quality, and a little bit of rebellion.

The MomBod ethos is a playful yet pointed pushback to the “DadBod” double standard. While DadBod has become a cultural wink that is celebrated for imperfection, moms often face unrelenting expectations. This is a MomBod reclaims that wink, delivering pieces that celebrate authenticity, ease, and unapologetic self-expression.

Holiday Gift Highlights

- **The Emily Hoodie** – Ultra-soft, slouchy, and effortlessly cool.
- **The Hardin Beanie** – Cozy warmth with a side of attitude.
- **The Alexina Tank** – Sleek and versatile, perfect for layering or lounging.
- **The Black Edit Cap** – Classic style that pairs with everything.

All items are designed in the U.S., produced with high-quality materials, and priced from \$32, making them accessible luxuries for gifting season. Orders ship nationwide in time for the holidays at thisisamombod.com.

Why This is a MomBod Belongs on Every Gift List

- **Women-Owned & Small-Batch:** Supporting independent creators and entrepreneurs.
- **Statement-Making:** Apparel that sparks conversations and celebrates women’s experiences.
- **Wearable Year-Round:** Elevated basics that combine style and comfort.

“This is a MomBod is about more than clothes—it’s about claiming space for women to push back against double standards and show up as they are,” says Emily Gaynor Porto, Co-Founder of This is a MomBod. Co-Founder Alexina Cather adds, “The holidays are the perfect time to share that message, because giving a gift can be a wonderful act of connection and empowerment.”

Giving Back: This is a MomBod believes that fashion can be a force for change. A portion of proceeds from each collection supports a rotating selection of initiatives that expand equal access and opportunity for women and girls. This season, This is a MomBod is giving to Moms Demand Action, a grassroots movement of Americans fighting for public safety measures that can protect people from gun violence.

“This is a MomBod isn’t just about what you wear, but about the impact you make,” says Co-Founder Emily Gaynor Porto. “Our giving efforts are another way we extend the brand’s ethos of care, connection, and action into the world.”

Availability: The full [This is a MomBod](https://thisisamombod.com) collection is available now at www.thisisamombod.com, with styles starting at \$32. Select items are available in limited quantities for the 2025 holiday season.

About This is a MomBod: [This is a MomBod](https://thisisamombod.com) is a women-owned apparel brand blending comfort, style, and feminist commentary. Founded as a response to cultural double standards, the brand creates clothing and accessories that are equal parts cozy and bold. This line is designed for women who want to look good, feel good, and make a statement.

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