RFRL by WHAT SHE Said

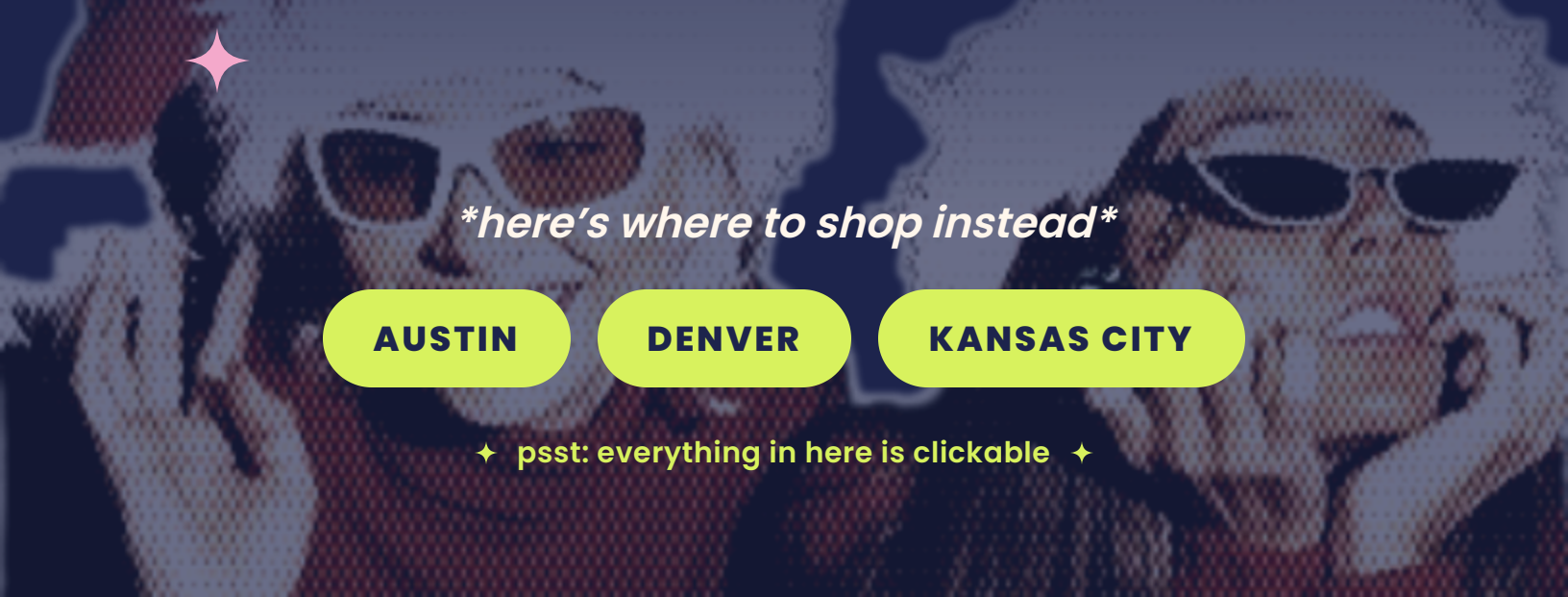
39 women + nonbinary-owned businesses

The RFRL RED

holiday GIFT GUIDE

giving your money to billionaires this season?

BAH HUMBUG.



here's where to shop instead

AUSTIN | DENVER | KANSAS CITY

✦ psst: everything in here is clickable ✦

a little note from

bryn + emily

Hi babe,

Every dollar you spend this season is a vote. You can cast it for a billionaire's next yacht, or for the woman down the street who hand-dyes silk scarves, pours candles at midnight and remembers your name.

We built RFRL so finding her is easy, and RFRL RED so showing up for her comes with a little something back. This guide is a love letter to some of the businesses we can't stop talking about in Austin, Denver and Kansas City.

Shop them. Gift them. Brag about them in the group chat.

xo, Bryn + Emily

WHAT'S INSIDE

3 How RED works →

4 Austin →

6 Denver →

8 Kansas City →

10 Treat yourself to RED →

11 Biz Shower: gift yourself a seat →

12 10 ways to show a business some love →

13 Put her on the map →

first things first

HOW RED WORKS

Every perk in this guide is a RFRL RED perk. Here's how to use them.

1

Get RFRL

Download the iPhone app or use rfrl.app on the web. Free, always.

2

Get your RED card

RFRL RED is $55.55 a year and unlocks perks at women + nonbinary-owned businesses in all three cities.

3

Tap, redeem, repeat

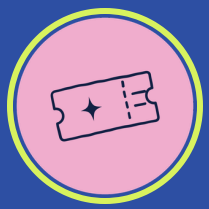
Find the perk, tap Redeem to unlock the details, then use it in store or online. That's it.

Look for these



SHOP ONLINE

Order from anywhere. Perfect for out-of-town gifting.



EXPERIENCE GIFT

A treatment, a session, a night out. Memories > more stuff.



STOCKING STUFFER

Small, sweet and easy to tuck into a stocking.

✦ **Tap a business name** to open her RFRL profile. **Tap a perk** (or Redeem) to jump straight to the deal.

THE RFRL RED GIFT GUIDE

AUSTIN

keep austin weird. keep the dollars local.

also shopping in: Denver Kansas City

HEY THERE LEILA
Austin

10% off online orders

An artsy little gift shop: greeting cards, botanically hand-dyed silk scarves + sterling charm jewelry.

FOR THE BESTIE | Redeem on RFRL →

HOUSE OF ALAAN
Round Rock

15% off your first purchase

Slow-living goods from founder (and mama) Shubhra, made for everyday comfort.

FOR THE BESTIE | Redeem on RFRL →



NATALIE ESQUIVEL
Austin

20% off a 1-hour tarot reading by phone

Intuitive tarot reader + channel. For the friend who is always, always manifesting.

FOR THE BESTIE | Redeem on RFRL →

THE HIDDEN JEWEL STUDIO
Austin

$20 off a first 60-min massage, facial or head spa

A boutique spa built for a full nervous-system reset. Every treatment is customized.

FOR THE GLOW-GETTER | Redeem on RFRL →

NURSE FRIEND WELLNESS
Austin

20% off your first in-office IV drip

Concierge wellness led by Tania Yousaf, FNP-C. Red light + leg compression come with your drip.

FOR THE GLOW-GETTER | Redeem on RFRL →



WILD & BEAUTIFUL
Austin

15 units of Botox for $150 (new clients)

Natural-first aesthetics, and the host of our Babeland ATX. Hablo español.

FOR THE GLOW-GETTER | Redeem on RFRL →

AUSTIN more gifts she'll actually love



TANISHA MARK STYLIST

Austin

$50 off in-person color analysis

Certified stylist + color analyst. Never buy the wrong shade of anything again.

FOR THE GLOW-GETTER

Redeem on RFRL →

THE SACRED FLAME

Austin

Free small flower arrangement with any order over $50

Mobile charcuterie, cannoli + s'mores bars, rooted in Hispanic culture and family.

FOR THE HOSTESS

Redeem on RFRL →

MERINGUE ME

Austin

20% off dessert orders over $100

Cakes, pastries, petit fours + the EntrePOP®: a French entremet cake on a stick.

FOR THE HOSTESS

Redeem on RFRL →

PARTY VAULT EVENTURES

Austin

$150 off any event service of $500+

Planning, coordination + styling that takes you from "save me" stress to calm, present joy.

FOR THE HOSTESS

Redeem on RFRL →

WOMEN OF AUSTIN

Austin

10% off any WOA event ticket

Meetups, happy hours + events made for finding your people in Austin.

FOR GIRLS' NIGHT

Redeem on RFRL →

ENVIROMAIDS

Austin

$30 off your first clean

Locally owned, detail-obsessed + keeping Austin green. The gift of a clean house? Iconic.

FOR THE BUSY BABE

Redeem on RFRL →

THE AWE STUDIO

Austin

The Founder Portrait Session

Story-driven photos for women building businesses. Time to retire that old headshot.

FOR THE BOSS BABE

Redeem on RFRL →

RFRL RED

TREAT YOURSELF

Shopped for everyone else? Gift yourself the card that unlocks **every** perk in this guide.

$55.55 /year

Join RFRL RED →

THE RFRL RED GIFT GUIDE

DENVER

mile-high gifting. zero billionaires.

also shopping in: **Austin** **Kansas City**

JUPITER & JO
Denver

20% off your purchase, no minimum

Really good ethical fashion in the heart of RiNo since 2013. Style, people, planet.

FOR THE BESTIE | Redeem on RFRL →

JEWELFIRE DIAMONDS
Arvada

Buy one, get one free permanent bracelet

Custom pieces, repairs + sparkle to last a lifetime. One bracelet for you, one for her.

FOR THE BESTIE | Redeem on RFRL →

SIDE PIECE
Denver

$10 off pant, bag or wallet chains

Upcycled vintage chains, made in Denver. Made to clip on and stand out.

FOR THE BESTIE | Redeem on RFRL →

MAIL FROM NE
Denver

25% off an annual Mail Club membership

A monthly art print, a letter + extra goodies, delivered right to her mailbox.

FOR THE BESTIE | Redeem on RFRL →

MAINSTREAM NAILS
Denver

Free aura nail art add-on ($35 value)

A nail culture hub where confidence, creativity + community collide.

FOR THE GLOW-GETTER | Redeem on RFRL →

SALON UNO
Denver

Buy a 6-blowout bundle, get the 7th free

Denver's membership salon. Because you have better things to do than your own hair.

FOR THE GLOW-GETTER | Redeem on RFRL →

DENVER more gifts she'll actually love

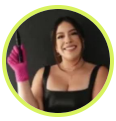
SKIN AND MUSCLES
Denver

20% off everything

A boutique spa for head spa, massage + facials (acne help, too).

FOR THE GLOW-GETTER | Redeem on RFRL →

ELLE GLO ESTHETICS
Denver



Free dermaplane with a 60-min facial

Solo esthetician + acne specialist with a results-first approach.

FOR THE GLOW-GETTER | Redeem on RFRL →

GRACEFUL GLOW AESTHETICS
Arvada

Buy 2 chemical peels, get 1 free

The seasonal skin reset: smoother, firmer, brighter.

FOR THE GLOW-GETTER | Redeem on RFRL →

GOLDEN HOUR WINE BAR
Denver

Buy one, get one house wine

An unapologetically feminine wine bar made for the girls to gather.

FOR GIRLS' NIGHT | Redeem on RFRL →

TULA LIFE BALANCED
Denver

Buy 1 personal assistant hour, get 1 free

Your to-do list, ta-done: errands, laundry, meal prep, organizing + more.

FOR THE BUSY BABE | Redeem on RFRL →

SHONDRA HAYWOOD TRAINING
Lakewood

Buy 3 training sessions, get 1 free

25+ years as a certified trainer helping clients move better and feel stronger.

FOR NEW-YEAR YOU | Redeem on RFRL →

MAVEN & CO.
Denver

2 free hours of b-roll videography with a social package ($700 value)

Strategy + done-for-you social for women-led brands.

FOR THE BOSS BABE | Redeem on RFRL →

RFRL RED

TREAT YOURSELF

Shopped for everyone else? Gift yourself the card that unlocks **every** perk in this guide.

$55.55 /year

Join RFRL RED →

THE RFRL RED GIFT GUIDE

KANSAS CITY

midwest-made + femme-owned.

also shopping in: **Austin** **Denver**

DISCO LINKS
Kansas City

10% off your first order

Playful, handcrafted accessories: permanent jewelry, bandana necklaces + bag charms.

FOR THE BESTIE

Redeem on RFRL →

HONEY BUNNY EMBROIDERY
Kansas City

15% off embroidery + custom orders

Personalized keepsakes for brides, babies + beautiful homes.

FOR THE BESTIE

Redeem on RFRL →

SIERRA WINTER JEWELRY
Kansas City

15% off in store or online

Handcrafted jewelry where every single piece has its own story.

FOR THE BESTIE

Redeem on RFRL →

HERBS N HARLEM
Kansas City

Buy 2, get the 3rd 50% off

100% soy candles, room sprays + wax melts with clean fragrances.

FOR THE BESTIE

Redeem on RFRL →

VIRGIL'S PLANT SHOP
Kansas City

10% off all plants

KC's first mobile houseplant oasis, now brick + mortar on Cherry St.

FOR THE HOSTESS

Redeem on RFRL →

THE COTTAGE ROSE FLORALS
Kansas City

10% off the first month of The Floral Cult

Whimsical fine-art florals, with fresh arrangements delivered every month.

FOR THE HOSTESS

Redeem on RFRL →

KANSAS CITY more gifts she'll actually love

THE SUGARING STUDIO
Kansas City

Half off a first-time service of your choice

Your Brazilian bestie: organic sugaring with 10 years of experience.

FOR THE GLOW-GETTER | Redeem on RFRL →

ICEY AND CO
Kansas City



10% off a 45-min teeth whitening session

Swarovski tooth gems, hair tinsel + a noticeably brighter smile.

FOR THE GLOW-GETTER | Redeem on RFRL →

ALCHEMY AESTHETICS
Stilwell

Member Botox pricing + a free B12 shot

Botox, microneedling, IPL, Diamond Glow facials + more.

FOR THE GLOW-GETTER | Redeem on RFRL →

CRU BISTRO & BOTTLES
Kansas City

Half-price bottles every Sunday (save up to $50)

Cozy Brookside bistro with seasonal fare + small-production wines.

FOR GIRLS' NIGHT | Redeem on RFRL →

COUGAR CLUB
Kansas City

Half-price GA on your first visit

KC's age-inclusive dance party, spun by the city's hottest femme DJs.

FOR GIRLS' NIGHT | Redeem on RFRL →

DIGITAL LOTUS DEV
Kansas City

The Founder's Site Check-Up ($650 value, only 10)

Websites that actually work and convert, built by Gabi.

FOR THE BOSS BABE | Redeem on RFRL →

THE FOUNDERSHIP
Kansas City

20% off a quarterly meet-up ticket

Non-intimidating networking where women founders find real friends.

FOR THE BOSS BABE | Redeem on RFRL →

RFRL Reds

TREAT YOURSELF

Shopped for everyone else? Gift yourself the card that unlocks **every** perk in this guide.

$55.55 /year | Join RFRL RED →

THE RICH AUNTIE OF THE FAMILY

Shopped for everyone else? Treat yourself.

RFRL RED

RFRL RED is a membership for people who want to do more than talk about supporting women + nonbinary-owned businesses. One card unlocks perks at all 39 businesses in this guide, plus 130+ perks across Austin, Denver + Kansas City. Join before you shop and save on the gifts you buy for everyone else, too.

THE RFRL RED CARD

$55.55

per year

that's about 15¢ a day

A FEW PERKS WITH REAL PRICE TAGS

- Free aura nail art add-on **$35 value**
- 2 free hours of videography **$700 value**
- The Founder's Site Check-Up **$650 value**
- $150 off event planning **on $500+**
- $10 off WSS event tickets **in your market**
- 10% off WSS merch **for life**

BECOME A MEMBER

LEARN MORE



the gift for the founder who has everything (except a day off)

GIFT YOURSELF A SEAT.

We throw showers for babies, brides and new houses. But build a business from the ground up and you're just expected to keep working? **Not today, babe.** Bubbles, a biz gift, bites, content suites and a room full of women hyping you the eff up.

KANSAS CITY

Fri, Jan 22, 2027
3:00–7:00 PM
The Bauer Social Club

Get tickets →

AUSTIN

Fri, Jan 29, 2027
11:00 AM–3:00 PM
All Good Things Studio

Get tickets →

DENVER

Thu, Feb 4, 2027
4:00–8:00 PM
Apollo Hall

Get tickets →

1 ticket $85 ✦ **Biz Bestie 2-pack** $150 (one for you, one for her) ✦ **KC Hype Table** $800 for 10

RED members: grab your **$10 off WSS event tickets** perk on RFRL.

10 ways to show a business some love this month

Your money talks. So do your recommendations, your group chats and that one friend who always knows the spot.

Supporting women and nonbinary-owned businesses doesn't have to mean making a big purchase every time. Sometimes it's booking the appointment. Sometimes it's sending a link to your bestie. Sometimes it's making sure a business you love gets the shoutout it deserves.

Here are 10 ways to put a little more love (and a lot more dollars) into the femme economy.

OUT IN THE WILD

1. **Put your money where your mouth is.** Buy the thing. Book the appointment. Get the coffee. You know the drill.
2. **Gift a little local love.** Grab a gift card for your bestie, your mom or your future self.
3. **Be their hype woman.** Follow, like, comment and share. It costs $0 to help a business get seen.
4. **Put your people on.** Text the group chat. Send the link. Bring a bestie. Gatekeeping is cancelled.
5. **Show up IRL.** Hit their pop-up, shop their market table or pull up to their next event. Your presence (and your dollars) matter.

ON RFRL, OF COURSE

6. **Put her on the map.** Know a women or nonbinary-owned business that's not on RFRL yet? Add her to the database.
7. **Give her a shoutout.** Share a referral in your own words. No stars, no algorithms, just real people putting real people on.
8. **Make a list worth sharing.** "Where I take out-of-town friends." "Best gifts under $50." "My ride-or-dies for a night out." You get the idea.
9. **Save your faves.** Because "wait, what was that place?" deserves an answer.
10. **Get RED-y.** RFRL RED unlocks perks at the local businesses you love. A little something back for showing up.

know a business we missed?

PUT HER ON THE MAP.

RFRL is where women + nonbinary-owned businesses get found, shouted out and saved by the people who love them. Add your faves, make a list, share the love.

Download the app →

Use RFRL on the web →

Get RFRL RED →

brb, driving the economy.

RFRL WHAT SHE Said

Fueling the Femme Economy · whatshesaidinc.com