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The April Winchell Interview

I weighed in on [doomed fictional couples for the AV Club today](#), plus, [what was up with "So You Think You Can Dance" last night?](#)

If you are like me you read today's interviewee's blog every day at lunch and alternately laugh and feel grossed-out on various levels. She is the creator of [Regretsy](#), a compilation of the most regrettable handmade (or "handmade") items sold on Etsy, which is now available in old-fashioned [hard-copy form](#). She's also a busy [voiceover actor](#) (in the footsteps of her father, Paul), creator of a popular [personal blog](#), radio personality and winner of just about every advertising award out there.

You may have explained this on Regretsy but why are you sporting a [mustache](#) in some of your photos?

For some reason or other, many Etsy sellers have decided that mustaches are ironic or hip or something. I have no idea why. It's one of the dumbest trends I've seen in a long time, but it's prevalent there. Etsy users seem to share a forced interest in old-timey imagery; flapper dresses, spats, fascinators, handlebar mustaches... just useless and impractical things people like to wear to make some kind of statement, which as far as I can tell is "Hi, I'm trying to make some kind of statement."

Half of Regretsy is the discussion that the posts inspire: what type of items on the blog seem to inspire the most discussion? The porny ones? The "green" ones?

You never know. Sometimes I'll put up a post that I think people are going to go nuts for, and no one cares. Then I put up something I don't think is all that funny, and I'll get 100 comments.

I will say that it was more predictable in the beginning. We were all surprised to learn that people made vagina plush toys or turd shaped soap or tortured *Twilight* artwork. But now that the site is so popular and these things are being reposted everywhere - even by mainstream media outlets - we're getting used to it. Sometimes I'll post something I think is insane and

people will say, "Yawn, another vagina crucifix?" So you always have to keep looking for new things. The new "[Things That Are Not Steampunk](#)" category is currently really popular, but people will be done with that soon too.

You do a lot of voiceover for kids' programs: has Mickey Mouse ever expressed any sort of concern over Regretsy's various forms of f-ery?
I'm not sure Mickey knows what I'm up to.

What's your favorite nonironic thing you've bought from Etsy?

It's a toss up. I bought an absolutely astonishing set of cake plates and a serving dish from an Etsy seller named [Beat Up Creations](#). She finds mismatched antique plates and heat transfers Star Wars characters on them. The contrast of the delicate antique designs and Darth Vader on a cake plate just makes me laugh every time. I unpacked the set and it's still sitting on my dining room table. I can't bear to put it away.

My other favorite is a Boston Terrier art doll by [Wobegone Art](#). The artist has three Bostons (I have one) and she really captures their attitude. Plus the clothes she makes for her dolls are all repurposed from her children's baby clothes, so they have a sentimentality that really touches me.

This whole "steampunk" thing on Regretsy/Etsy now: has this been a trend for a while, you think, sellers mistakenly labeling their items "steampunk" and you just noticed, or it's a new development?

I actually noticed it a long time ago. I sometimes do posts that are collections of things; Top 10 Worst Necklaces, Top 5 Things That Look Like Turds, that kind of thing. I had been stockpiling links for a Top Ten Things That Are Not Steampunk for a while, when I realized I couldn't possibly narrow it down. So I made it a regular feature.

To what do you attribute the pretty-immediate-success of Regretsy (specifically in terms of press?)

I'm not sure I understand the question. If you mean what was the press that initially brought this to everyone's attention, I guess the first big one was [Buzzfeed](#). They picked it up the day Regretsy went live, and it went viral really fast. But even though Regretsy has gotten an unbelievable amount of coverage, I have to say that its success is much more a viral thing. Even now, a third of my traffic comes from Facebook, and the biggest referrer to the site is "no referrer". I think it's word of mouth, really. And the fact that the images are easy to repost means that I'm reaching people I would never reach through traditional media.