

Instagram star AJ Applegate launches her clothing line “AJ’s Merch”

Sex worker and adult entertainer star AJ Applegate has added to her accomplishments something new: entrepreneurship. The well-known dancer, stripper, and xxx actor has 1.6 million followers on her Instagram @realajapplegate and such an active fanbase that when she launched her clothing line, AJ’s Merch, nearly every item in the shop sold out within the first 48 hours.

Part of the inspiration for creating AJ’s Merch came from one of her early hurdles in sex work. Applegate candidly shares, “When I first entered the adult industry a lot of companies wouldn’t shoot me because they thought I was ‘too thick’.”

Applegate refused to let body standards dictate her career in adult entertainment. “I kept pushing through. I started working out very hard so I could prove that my body type would sell.” Applegate’s dedication to carving out a space for herself in the adult entertainment industry paid off when she was hired by the pornographic studio Evil Angel and got her big break on screen.

Success and popularity continue to sweep Applegate along. But this time in a way that goes beyond the screen and camera lenses. In 2018 Applegate’s perseverance and penchant for taking risks manifested in a whole new way when she dreamt up the idea for selling apparel and creating her own brand: AJ’s Merch.

Now an established online shop AJ’s Merch sells a variety of cropped tops, unisex tees, and dad hat style baseball caps. All of the items in Applegate’s clothing line feature high-quality screen printed photos of the adult entertainer starlet and her signature logo.

Applegate has nothing but love for her new gig as an entrepreneur, “I like to be in control of my destiny and my own boss. After becoming successful for so many other people, I realized I could do that on my own and feel so much more accomplished at the end of the day.”

That accomplishment is a feeling that Applegate would like to share with other entertainers and entrepreneurs who may be considering creating their own clothing lines or small businesses.

One of Applegate’s guiding principles is that with community, especially women’s communities there is strength, “Instead of looking at it as competition,” says Applegate, “we should lift each other up and push each other as women to be better.”

After all, as Applegate has proven in her career and with AJ's Merch, success is boundless and limitless.