



NERD GIRL FASHION IS BIG BUSINESS AT SDCC 2015



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Geek culture has undeniably crossed over into the mainstream. The days when fandoms like gaming and comic books immediately conferred outsider status upon their followers are long gone. In a world where video game companies [grow four times faster than the US economy](#), nerd merchandising is big business.

But the industry suffers from a dearth of options when it comes to merchandising geared towards women. Products that allow female nerds to express their fandom have long been absent from the mainstream, leading even *Avengers: Age of Ultron* star Mark Ruffalo to take to twitter to [beg for Black Widow merchandise](#). An entire fan campaign, [#wewantwidow](#), featured flash mobs of Black Widow cosplayers, formed with the same goal in mind.