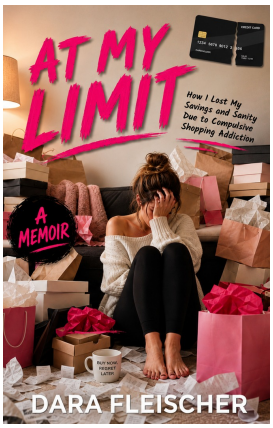
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FASHION INSIDER EXPOSES THE HIDDEN COST OF LIVING IN A BUY NOW, PAY LATER WORLD



*In **At My Limit**, a 20-year fashion industry veteran reveals how compulsive shopping threatened her savings, marriage and sense of self.*

AUSTIN - Dara Fleischer spent more than 20 years inside the fashion industry, helping sell the aspiration and reinvention that would fuel her own compulsive shopping. On **November 17, 2026**, ten days before Black Friday, she publishes *At My Limit: How I Lost My Savings & Sanity Due to Compulsive Shopping Addiction* (RE:BOOKS | RIVKAH BOOKS), a candid memoir about debt, secrecy and recovery in a digital world built to keep consumers buying.

As an editor, blogger, personal shopper and brand-partnership specialist, Fleischer understood how desire gets manufactured. Yet her breaking point came when she checked her savings account and found just **$124.41**, while carrying thousands more in debt. She concealed purchases and bills from her husband and eventually liquidated retirement savings - a form of financial infidelity that threatened her marriage.

Fleischer calls compulsive shopping **“the Smiled-Upon Addiction”**: its consequences can hide behind good taste and the socially acceptable language of “retail therapy.” She examines how social media, manufactured scarcity, frictionless payments and Buy Now, Pay Later intensified her spending, while confronting the loneliness, grief, anxiety and need for control behind it.

“Shopping wasn’t my problem,” she says. “It was the language I used to cope with everything else.”

On September 1, 2023, Fleischer launched *The Serial Shopper Show* podcast as an outlet for honesty and accountability. “Hosting the show became a way to hold myself accountable in front of an audience I couldn’t lie to.”

RECOVERY BEYOND THE SHOPPING BAG

Recovery meant learning to recognize both her emotional triggers and the retail tactics exploiting them. In *At My Limit*, Fleischer shares the tools and support that helped her begin to change:

- **"Neverworns":** clothes still in the bag, tags attached, revealing that the "high of the buy" was never really about the item.
- **A "Dopamine Menu" and "Rewire Rituals":** alternatives for interrupting an urge before it becomes a purchase.
- **A recovery network:** Debtors Anonymous, Stopping Overshopping™, the No-Buy Movement and The Shopping Shift, where she now serves as a No-Buy Support Lead.

Fleischer describes herself as "Not cured. Recovering." With candour and sardonic humour, she explores how honesty, accountability and learning to live with less helped rebuild her marriage and sense of self.

PRAISE FOR AT MY LIMIT

"A wonderfully honest and refreshing look at something we can never talk enough about: shopping as addiction. Like alcohol, it is easy to hide, even easier to justify, but can lead to dire consequences."

Stacy London, stylist, TV personality and co-host of *What Not to Wear* and *Why'd They Wear That?*

"A dark, riveting journey into shopping and fashion addiction - the poison of modern marketing, the crushing weight of debt, and the hard truth that the Gucci bag is never the answer."

Paco Underhill, author of *Why We Buy: The Science of Shopping*

ABOUT DARA FLEISCHER

Dara Fleischer is a writer and podcaster whose work explores compulsive shopping, recovery and consumer culture. Her more than 20 years in fashion and beauty media include work with LOULOU, FASHION Magazine, InStyle, Sephora and Club Monaco, followed by brand partnerships and events at The RealReal, Saks Fifth Avenue, ShopPremiumOutlets.com and SXSW (Penske Media). She founded FashionJunkie.com, hosts *The Serial Shopper Show* and serves as a No-Buy Support Lead for The Shopping Shift. She lives in Austin, Texas, with her family. *At My Limit* is her debut memoir.

ABOUT RIVKAH BOOKS

RIVKAH BOOKS publishes fiction and nonfiction by Jewish authors or addressing Jewish themes, lives and characters for readers of all backgrounds. Its name, derived from Hebrew meaning "to bind" and "to connect," reflects its mission to strengthen social bonds and encourage dialogue.

BOOK DETAILS
At My Limit: How I Lost My Savings & Sanity Due to Compulsive Shopping Addiction
Dara Fleischer | RE:BOOKS / RIVKAH BOOKS | On sale November 17, 2026
Memoir / Mental Health / Money & Consumer Culture / Fashion & Lifestyle

Dara Fleischer is available for interviews and events. Review copies are available upon request.

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