

Individuality of products attracts vintage clothes buyers

By Chris Allerheiligen
Staff Reporter

A search for individuality seems to be the attraction of vintage clothing and collectible jewelry.

"Most people come here because they're looking for something different," said C.J. Rice, co-owner of Top Drawer, 722 N. 27 St..

Karen Jordan-Anderson, owner of Second Wind, 720 O St., said that vintage clothing can make people stand out.

"Vintage clothing is classic but can be really funky," Jordan-Anderson said.

Both Second Wind and The Top Drawer carry clothes ranging from the 1960s back to the turn of the century. They also have accessories such as jewelry, hats, gloves, belts and

scarves.

Most of the clothes at both stores are from the '40s, '50s and '60s.

"The further back you go, the less you find," Rice said.

Rice said that not much is found from the '30s because that was a depression time and people would wear out their clothes.

Jordan-Anderson said that some clothes aren't easy to find because of their popularity. She said that flapper dresses, '50s prom dresses and wire-rimmed glass frames are hard to find because they are so popular.

Jordan-Anderson said that vintage clothing stores have been around for awhile. She said the '50s was a throw-away decade, therefore, people didn't save their old clothes. But in the '60s, people were very recycle-conscious, which brought on the

popularity of vintage clothing.

"People buy bolero jackets here that are popular now and were popular in the '50s. But they buy them here because they're individual and different. The quality is a lot better than those made today," Rice said.

Both Rice and Jordan-Anderson said they get their clothes for the stores from private individuals.

Jordan-Anderson said that many of the people come to her with clothes when they are cleaning out their attics.

"People have a hard time parting with clothes because there are sentimental attachments which make them hard to donate. They really like the idea that someone would appreciate the clothes," she said.

She said people often tell her about the clothes and the stories be-

hind them.

'People realize the quality and workmanship. It is something they can wear and collect at the same time.'

—Lang

Both Jordan-Anderson and Rice stressed that their stores are not thrift stores.

"We pay for these things here. They're not donated. We clean and repair things and do other things that thrift stores don't do," Rice said.

"We don't buy everything that people bring in. We have our standards," she said.

Jordan-Anderson said she also launders or dry cleans everything brought in.

"Everything is ready to be worn off the rack. That's something I take pride in," Jordan-Anderson said.

Jordan-Anderson said there is a wide variety of clientele for vintage clothing.

She said that many of her clients are high school and college students, business people and older adults.

"It's not just high school students trying to be weird. Vintage clothes are fun," Jordan-Anderson said.

She said that businesswomen often come in to buy suits from the '40s and '50s.

Women are not the only ones who enjoy vintage clothing, Jordan-Anderson said.

"There's not quite as many men, but there is a good showing," she said.

Jordan-Anderson said that she has young businessmen come in looking for the "gangster-looking, double-breasted suits."

She said that many of the men like the Hawaiian shirts and '50s shirts.

Rice said that some people who come to buy clothes do so for costume parties, but many are buying for their wardrobes.

"They don't buy a '40s outfit with '40s gloves, hat, etc. They buy accessories that they think will look good," Rice said.

Rice said she has built up a steady clientele and that people are very supportive of her business.

"I know many of the people who walk in that door. I know their interests and tastes. It's very personal. If I don't know them when they come in, usually when they leave I do," she said.

Rice said customers sometimes will help other customers pick out things.

"The place is usually a shambles at the end of the day, but it's fun - people trying on different things and such," she said.

Vintage jewelry, otherwise called collectible jewelry, is also popular because of its uniqueness and quality.

Louis Lang, owner of Gray Beard's Collectibles, 733 S. 11 St., said there has been a rise in interest of collectible jewelry.

"People realize the quality and workmanship. It's something they can wear and collect at the same time," he said.

"They have something different that not everyone else has," he said.

Linda Inman at Star City Antique Mall, 500 N. 66 St., said that collectible jewelry is popular, especially costume jewelry.

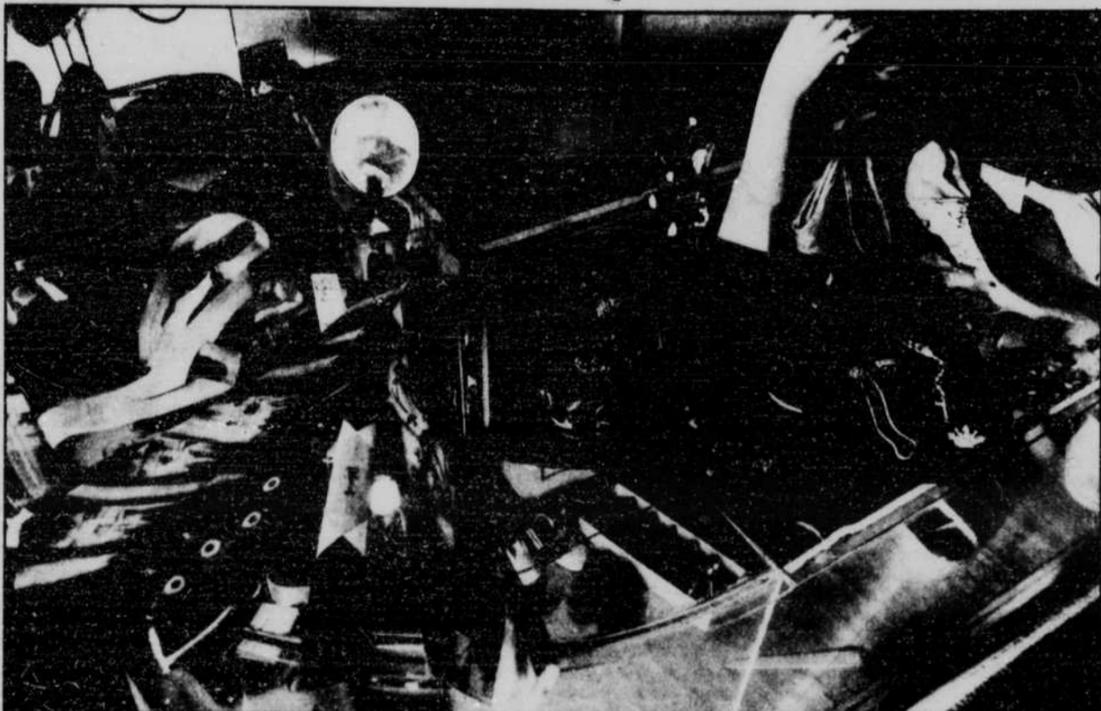
No particular piece seems to be more popular than another, she said.

"People collect everything; it isn't just pins, it isn't just earrings. People pretty much buy evenly," she said.

Lang said rings are very popular at his store, but other items sell just as well.

He also said collectible jewelry is of a much better quality than jewelry made today.

"Collectible jewelry has better quality. The material is better and so is the craftsmanship. A lot is handmade," he said.



David Franz/Daily Nebraskan

Hand-painted silk ties and vintage jewelry at the Top Drawer, 722 N. 27 St.

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