

THE VFG NEWS

SHARING OUR PASSION FOR VINTAGE FASHION

Fall 2023

Frame from the VFG 20th anniversary video to which Margaret contributed last year.



The Legacy of Margaret Bolger

The Vintage Fashion Guild membership is deeply saddened by the loss of Margaret Bolger (Artizania), one of our esteemed founding members, who passed away on July 30.

Margaret played a pivotal role in the establishment and continuity of our beloved organization. Serving as the first VFG President, she brought forth her considerable wit, compassion, humility, hard work and wisdom.

And that beginning was not without choppy waters. As VFG Member Hollis (pastperfect2) wrote, "I truly believe that without Margaret's calm demeanor, patience and willingness to deal with the difficult things so the rest of us wouldn't have to, the VFG would have foundered in that first year. She was a treasure, and we owe her a great deal."

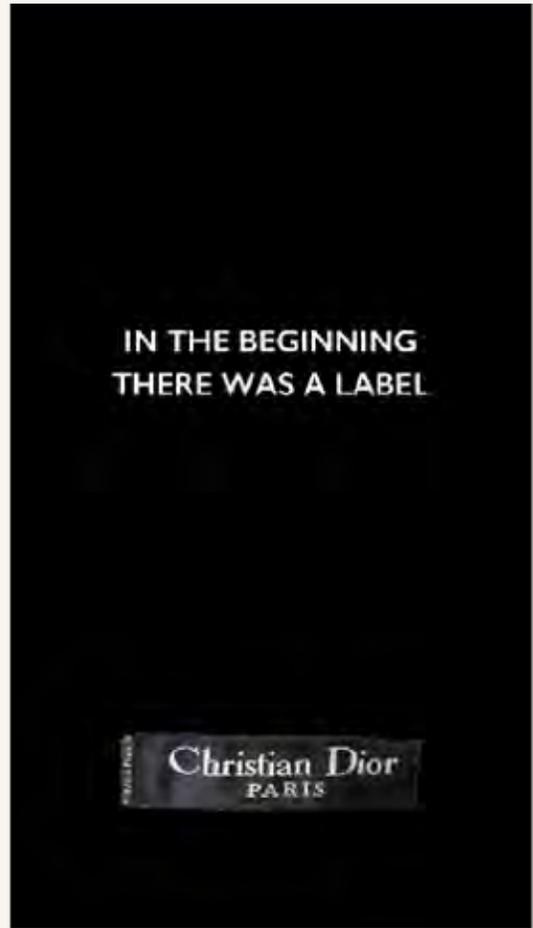
In 2020, Margaret shared her journey of starting the **VFG's Label Resource**. "I had been gathering in details of labels, mainly to use as my own resource as I had never heard of many of the American designers being mentioned (I am in the UK)—when the idea of a public label resource was suggested I pointed out that I had already started doing it for myself, and was happy to open it up for all to use via my Artizania website. It stayed there for a few years before I then (with a marked degree of relief!) handed it over to the VFG for hosting on this site, and it just grew and grew from there."

She went on, "In the original days of the VFG the emphasis was on building and creating a site to help not just members, but anyone interested in vintage clothing, by creating a wide range of educational and informational resources available to all—with the main intention of improving seller standards from which buyers could be assured they were receiving a good, honest and reliable service.

"It is thrilling to me to see just how much the VFG has grown over the years, to see much of what we dreamt about now being well established and working well. The resources are truly amazing and invaluable tools to those needing information and help—and I love how new technologies are being embraced, so reaching an even wider audience. Keep up the good work!"



Photo of Margaret as a young police woman, shared by Leisa K. Farrow (Leisa)



Got Labels?

Should you stumble upon a label that is absent from the **Vintage Fashion Guild's Label Resource** (which Margaret started), kindly contribute by sharing it here: **forums.vintagefashionguild.org/forums/public-labels-for-the-label-resource-add-here.41** (We also greatly appreciate information you might have about the label.)

In March of 2023, the VFG board initiated the Artizania Fund in Margaret's honor. This fund aims to provide financial assistance to members who need help with their dues—a cause that was dear to Margaret's heart. Overwhelmed with gratitude, Margaret expressed her disbelief and wiped away tears as she thanked everyone involved.

Margaret's legacy will endure not only within the Vintage Fashion Guild and all it encompasses but also within our hearts. She was an extraordinary individual who played an immeasurable role in the growth and success of the VFG. Her impact will always be cherished.

fall threads

Her sales strategy took center stage

Eighteen years ago, **ELIZABETH VISCIANO** (AuntBeezAttic) discovered a passion for acting in her local community theater in Western New York. "I love theater" she explains, "and although I never had any formal training, I turned out to be pretty good. Other than doing this as a hobby, I was hoping to draw more theater business to my shop, and over the years, I costumed several shows."

For many vintage fashion dealers this year has been extremely slow for business. However Elizabeth devised a strategy to counteract the downturn. She decided to take to Facebook and spread the word about her online stores on eBay & Etsy. Although her physical store had to close down in 2017, she wanted to ensure that people in the area knew she was still operating. With a kind request, she asked for the support of her community, urging them to share her post. "I don't usually boast about my own achievements, but I realized that if I don't, no one else will." This proved to be a wise move. Just three days after her post went live, it garnered an astounding 1,100 shares and caught the attention of an opera company in her area, ultimately resulting in a substantial sale. "The flood of inquiries and requests has been incessant," she joyfully shared. Elizabeth's advice to fellow sellers experiencing sluggish sales is to ask people to spread the word about you—it's definitely worth giving a shot!

Speaking of theater...

GEANETTE STROSAHL (Geanette) has made noteworthy additions to her retail and Etsy (EclectricitiesShop) stores. Luckily, her acquaintances include individuals connected to a theater company looking to reduce their inventory and a museum curator engaged in the process of deaccessioning. Geanette is generously dedicating fifty percent of the proceeds from sales of museum items to support the museum itself.

Geanette, in one of her recent finds, outside of her Yakima, Washington shop Eclectricities.





Going thrice

Participating for the third consecutive year, **VANDA SMITH** (VS Vintage Archive) is delighted to present two vintage Gianni Versace items for the Kerry Taylor Auction on October 24th.

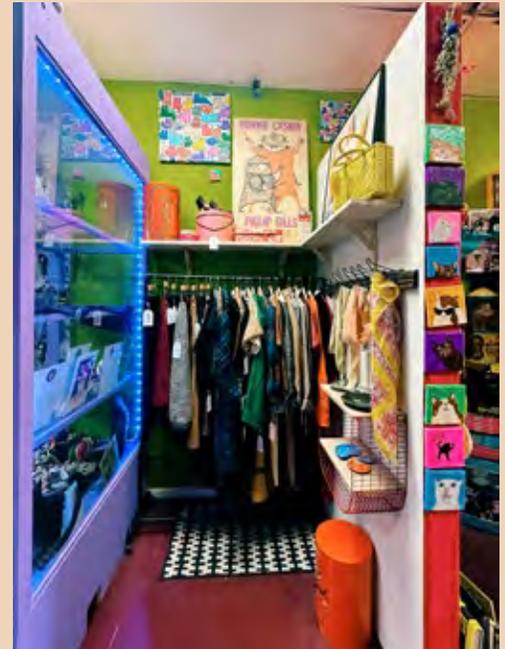
Lot 109

Black wool culottes, c.1992 and knitted viscose top c. 1993

Fine finds and felines

Vintage clothing and accessories, housewares, decor, art and kitties all in one place? Where do we sign up?! **JESSICA PARKER** (No Accounting For Taste) has joined a new vintage mall, with all of the above, in Burbank, California. It's called Catnip Coalition, and portions of proceeds go to help cat rescue.

Jessica's space at Catnip Coalition.



The new WOW-tastic Revolving Vintage Closet



KATHY DUERKOP (Aintweswank) launched her website revolvingvintagecloset.com in August and is currently stocking the site up. Don't miss it, because she seems to specialize in WOW items!

fall threads

Halcyon Vintage is aging well in Richmond

In Richmond, Virginia you will find the wonderful Halcyon Vintage, which turns an astounding 40 years old this month. VFG Member **DIDI CHISHOLM** (Halcyon Vintage) says she is over the moon to be the new steward of this hailed institution, taking over from the original owner upon her retirement.



HATS OFF TO THE VINTAGE FASHION GUILD

Help the next generation
understand and appreciate
vintage fashion.
Support the VFG.

FUNDRAISER NOVEMBER 11-19, 2023

“As you grow older, you will discover you have two hands—one for helping yourself, the other for helping others.” —AUDREY HEPBURN

Spotlight on longtime VFG member and volunteer, **AMANDA LEGARE** (amandainvermont)

When there has been a job to do around the VFG, the first hand to go up has invariably been Amanda's. She has been a member for 17 years, and a volunteer in many capacities. She has also lead an incredibly interesting life and ought to write a book about it!

Where is home for you?

I live in northern Vermont where “estate sales” typically feature car tires, old tools and chest freezers. You are not likely to run into couture here, but the treasures do pop up occasionally—particularly homemade or quirky clothing—and the prices are usually beyond reasonable. There's nothing I like more than checking out a thrift store or church rummage sale.

Tell us a bit about your history and interests.

I have had so many interests over the years. Among them, I have always enjoyed photography and journalism. After college, while living in London, I was a freelance photojournalist, published in *Cosmopolitan*, *Vogue* and *Photography*, among others. This was in the early 1970s, at the time when I caught the vintage bug. While others were wearing miniskirts, I was wearing 1940s dresses. Back then you could still find them pretty easily.

I followed a boyfriend to Vermont where we lived without electricity or water. Suddenly I was a back-to-the-earth hippie. Eventually I became a reporter for a daily newspaper—and was always sneaking off to rummage sales and thrift stores looking for vintage treasures.

I married a farmer and loved taking care of the animals—a herd of Charolais cattle and 20 pigs. We also had 90 acres of small fruits and vegetables, greenhouses and two vegetable stands. The farm thrived, the marriage did not, and after seven years I became a single mother.

Then I had a number of jobs before I bought an old house in Cabot, Vermont and started my business in the 1980s: “Amanda's Greenhouses and Perennials.” I closed it last year as I am running out of steam.



Amanda in 1969, when she was teaching drama in Switzerland.

Where do you sell vintage fashion?

I sell on a small level on Etsy (VintageVermontCloset) and eBay (amandainvermont). I have had three yard sales at my home which have been successful for selling heavier, lower priced and slightly flawed items.

Can you name a memorable moment as a VFG volunteer?

It was fun starting the biannual yard sales. I enjoyed posting for the VFG on Facebook and Instagram and also served twice as a Member at Large on the board. There are so many strong, skilled leaders who volunteer. I am always amazed at the success of the VFG. I worked hard to get the VFG store started on Facebook and have pitched in here and there on various committees over the years. Through volunteering I have made some lasting friendships and I have learned so much.

I am thankful for the friends I have made in this organization and the knowledge and support they have shared.

We are so thankful for YOU Amanda. You have always been willing to get your hands dirty doing hard work for the VFG!

Welcome to Our Newest Members

DIANA PELOZA /Poshthreads: Welcome back to one of the VFG's founding members! Diana hails from California. She is a Posh Ambassador, with a large "closet" on [Poshmark](#), where her tagline is "clothes for the catwalk of life". You can also do some Posh shopping on [eBay](#) and [DePop](#). It's so good to have you back where you belong, Diana!

TRACY QUILLIN /auxetoiles: To the stars through vintage fashion! Aux Étoiles Vintage was created in 2018 by two long-distance bffs who share a love of fashion. Kara (Brooklyn, NY) and Tracy (Lawrence, KS) curate vintage looks that evoke both the runway and a Gen X sensibility. Find the [Aux Etoiles Vintage](#) website, [Etsy](#) shop, and follow them on [Instagram](#) and [Facebook](#).

JANE VIGOR /iheartdangervintage: Kentuckian Jane has a gorgeous array of vintage fashion on [Etsy](#). You will also want to follow Jane on [Instagram](#). She's an animal rescuer, and you might catch a glimpse of her adorable felines on social media.

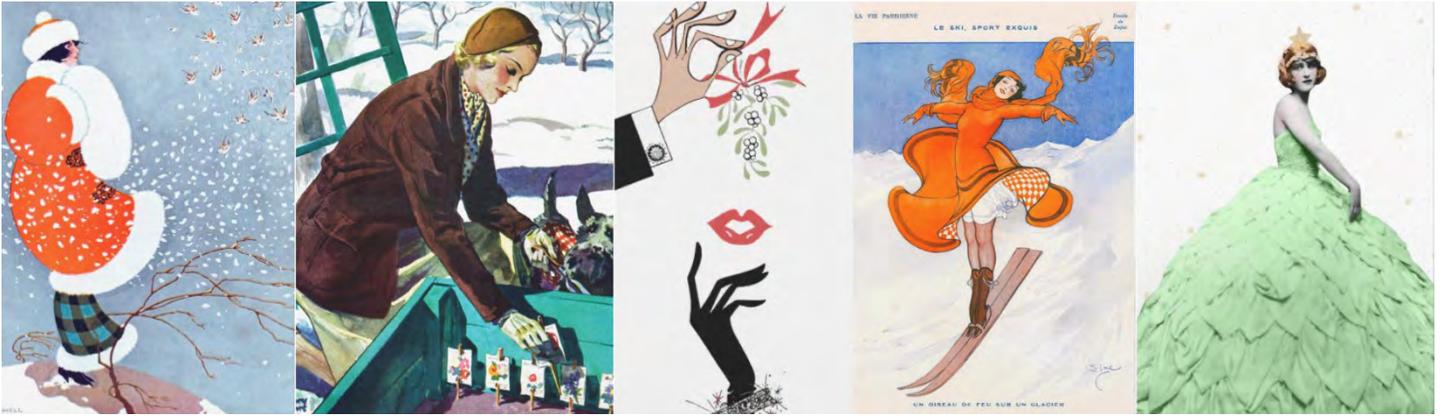
SARAH COOPER /Shusteroo Vintage: Sarah is from Essex, UK, and has been selling on eBay for two decades. Over time, she was drawn more and more toward vintage—the designers and the eras—and opened an [Etsy](#) shop in 2020 to focus on her passion. Follow Sarah on [Instagram](#), too!

JULIE NEWMAN /italiandressing: Looking for something on the luxurious side? ItalianDressing specializes in luxury designer apparel, with an [Etsy](#) shop and an [eBay](#) store. In both shops, Julie's curation is on point!

AMY WORTHINGTON /TCTVintage: Prepare to have your jaw drop at Amy's splendid collection of vintage clothing for sale on [1stdibs](#), [tctvintage.com](#), [Ruby Lane](#), and [Etsy](#). Follow [@thecostumierstrunk](#) on Instagram. Sarah, who lives in Nottingham, UK, is a fine jewelry expert as well, and you'll find this glittering facet of her business by the name of StolenAttic on [Etsy](#), [Ruby Lane](#) and [Instagram](#) as well as [stolenattic.com](#).

DEB GILL /Bee Vintage Leeds: Deb's UK home is well represented with a wonderful selection in her shop, including some of the most desirable vintage British labels and styles. Visit her [Etsy](#) shop and be sure to follow her on Instagram [@beevintageleeds](#).

GIUSEPPE NOTARBAROLO /Oteri Moda: In Messina, Sicily there has been a family business, a clothing store called Oteri Moda, since 1944, and our newest member Giuseppe has an enviable inventory of vintage new-old-stock clothing from this store. You can find Oteri Moda on [eBay](#). Follow [@vintage_sicily_fashion](#) on Instagram as well.



Support The VFG While Holiday Shopping!



The Vintage Fashion Guild's fundraising shops on [Zazzle](#) and [Amazon](#) (affiliate links) are fully stocked and waiting for you!

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