



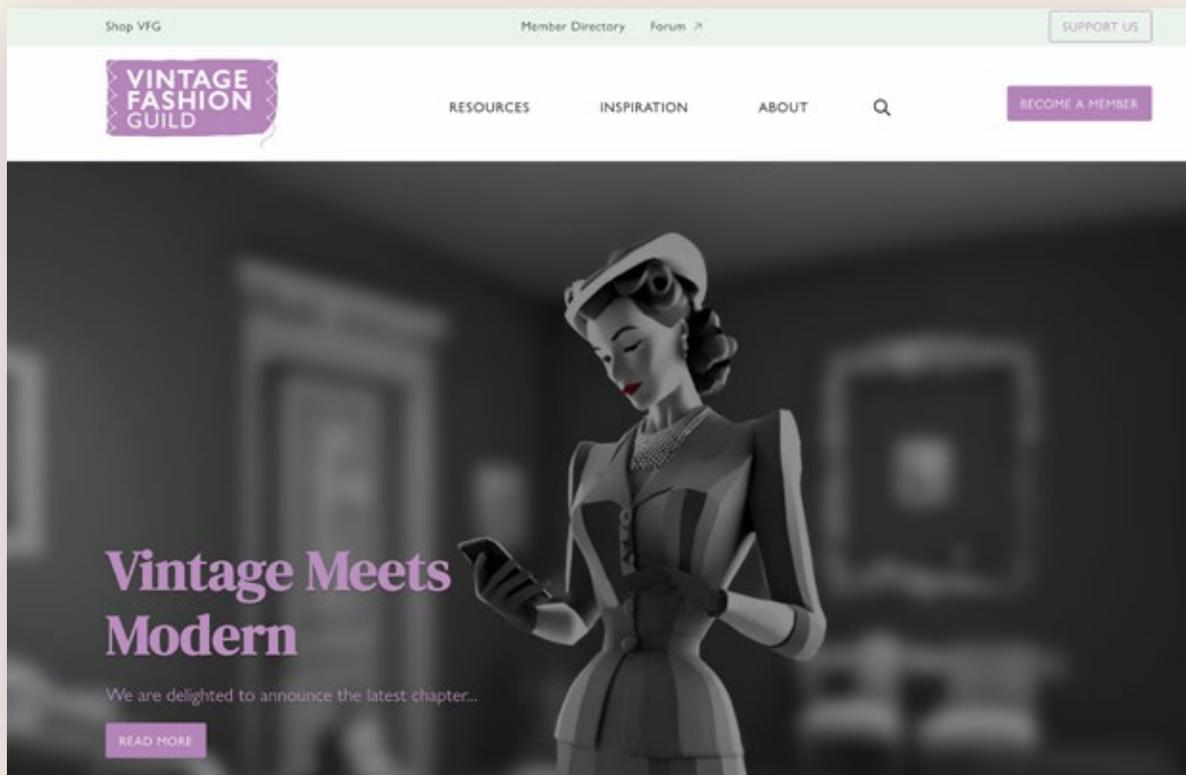
THE VFG NEWS

SHARING OUR PASSION FOR VINTAGE FASHION

February 2024

A New Chapter

The Vintage Fashion Guild is thrilled to introduce our redesigned website, which is the result of years of dedication and commitment. The unveiling of this revamped design marks a significant milestone for us, as we strive to offer our members and visitors an exceptional experience.



With a modern layout, our new website provides effortless navigation through our extensive array of resources. The development and design of the site were expertly executed by Tim Jukes (timjukesdesign.com), who expressed his delight in collaborating with VFG. “It was a real pleasure working to update the VFG website and so interesting to delve into the really rich resource of labels and fashion history—hopefully the new site helps to uncover this great content more effectively and I can’t wait to see it grow in the future,” he said.

We cordially invite you to explore our new digital home and immerse yourself in the captivating world

of vintage fashion. Whether you wish to engage in discussions [in our forum](#), apply to [become a member](#), or simply browse around, we warmly welcome you. The Vintage Fashion Guild is more dedicated than ever to inspiring, educating, and promoting the enduring beauty and sustainability of vintage fashion.

Since 2002, we have been sharing our passion for vintage fashion. With the support of our wonderful members and the public—along with our shiny new website—we eagerly look forward to embarking on this continuing journey with you.

Support the VFG

Your support helps keep our all-volunteer VFG alive and well—advancing its mission to promote vintage fashion knowledge and appreciation worldwide.

Vintage fashion popularity has ebbed and flowed over the decades, but the overall trend has been one of massive growth, especially in recent years. Sustainability, a rejection of fast fashion, and a growing awareness of fashion history have all fueled the popularity of wearing secondhand and vintage items. The Vintage Fashion Guild is in the right place to provide much-needed education and inspiration.



We couldn't be where we are without you!

[Donate to the VFG](#)

A welcome to our **newest members!**

JULIE GUERNSEY (1860-1960)

Our first new VFG member of 2024 was Julie Guernsey, aka 1860-1960. Julie is a very knowledgeable longtime seller of jaw-dropping vintage, and has been on eBay since 1999, with 100% positive feedback after 14K sales. Prepare to fall down a beautiful rabbit hole when you visit her [eBay shop](#)—you should *definitely* visit. Also follow 1860-1960 [on Instagram](#).

KATE SEKULES (Sekules)

Kate is currently assistant professor of fashion history at Pratt Institute in Brooklyn and visiting professor of

mendology at Parsons. Her credentials go on from there—writing, lecturing and much more. In her spare time, she is also working on her PHD at Bard.

Kate is an author—her most recent book is [Mend: A Refashioning Manual & Manifesto](#) (affiliate link).

Visit her website [visiblemending.com](#) and follow up on many fascinating threads through her landing page at [linktr.ee/visiblemend](#).

CARLY MORAN (Public Dove) hails from Cleveland Ohio. Carly is a chocolatier, which is almost as enticing as her beautiful vintage at [publicdove.com](#) and [on Etsy](#). You can also find her on Instagram as [PublicDove](#).

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Imitation is the sincerest form of flattery

A few years ago, **BARBARA TROELLER** (Rue_de_la_Paix) sold an outstanding Edwardian-era hat made of silk velvet with silver metallic gilt thread hand work and silver metallic ribbon. Recently she found that it had been copied by the J. Peterman Company.

In that same vein, **JONATHAN WALFORD** (Jonathan) discovered Gucci copied one of the shoes from his Fashion History Museum collection.

The consensus is that the originals cannot be topped!



Found in Vogue

JOLENE BRAMER (BlackLotusVintage) has a 1920s dress which caught the seasoned attention of Jenny Walton.

[“26 Vintage Treasures You Need Now, According to Jenny Walton”](#)
vogue.com, January 11, 2024

“A fantastic dress that could easily be modernized with the right accessories. The condition seems to be fantastic for existing for over one hundred years. For the more daring, It could be worn with a pair of short black shorts or even underwear, and for the more modest, with a straight black slip. Sometimes the design of vintage pieces can come across as a bit over the top, but I love imagining the simple shine of the minimally decorated rhinestone collar glittering subtly in the night.”

As of this writing, the dress is still available from [The Black Lotus Vintage on Etsy](#).

Bid to your heart's content

VFG Member **AUGUSTA AUCTIONS** will hold its “Vintage for Valentines” auction on—who would have guessed—February 14, 2024. Included are an evening coat by Paul Poiret, a half-mourning gown by Worth, a cape by Adrian, couture Dior from the 1950s and an altogether delightful mix of fine antique and vintage fashion articles. **The bidding is taking place online** via [Augusta Auctions](#) as well as on their app, available in the Apple Store and Google Play.



She's part of the fabric

ERIN OLSON (MissBilliesVintage) made a big move from Texas to Bowen Island, B.C. She writes,

"Bowen island is a beautiful little island just a 20-minute ferry ride from Vancouver, and my shop is in a 1930s cottage a block down the main street from the ferry terminal. People here were so excited when they heard a vintage store was opening! Bowen is a very casual place—people mainly dress for hiking or other outdoorsy things, so the 'fashion' of the island very much leans toward rubber rain boots and warm flannel shirts. But it's been really amazing how many people have come to my shop and expressed their sudden inspiration to start dressing up again!

"I really care about respecting the small community that I moved to and finding ways for my shop to become a part of the fabric of this island collaboratively. That the community has really rallied around me has meant everything to me. The locals are coming to me to sell their vintage treasures and family heirlooms, knowing that I respect the history and will find loving homes for their treasures. It makes my day, every day, to be a part of that circle—bringing the past back alive and giving new life to old things.

"I'll never forget the day a woman in my shop burst into tears while looking at a hand-embroidered Victorian nightgown. She couldn't really understand or put into words why she was so moved, but I think it was the same feeling I have every day being surrounded by so much history. I also love that this store is a family venture for me—that's my beautiful daughter, Uma, working behind the counter in one picture. It's inspiring to see how many teens are coming in and telling me how much they love my shop—this younger generation has such a great understanding of the devastation caused by fast fashion and the need to care for our world. It inspires so much hope in me."



True treasures in the Twin Cities

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BROOKE NAULT (DaisyandStella) has taken on a monumental task. This is the second year of the [Twin Cities True Vintage Show](#) which she inaugurated last year. The show takes place in St. Paul, Minnesota, but to her credit, vendors will be coming from as far away as Oregon. For the TCTV Show, 'true vintage' means anything that's 50 years old and older. When asked about this Brooke said, "I saw a need within the local and vintage community for a 'true vintage' show. Minneapolis currently has a monthly vintage show, however, that show caters more to the 1980s to Y2K market. There was not a lot of what I call 'true vintage'—which is definitely a debatable term."

Our very best wishes go to Brooke on this awesome undertaking!



Reported by **SUNNY MINNICK** (Luna Junction)

She has rolled up her vintage sleeves

AVERA WORRALL (fashionpastforward) recently graduated from Mercyhurst University double majoring in Fashion Merchandising and History. She is now writing and creating short videos about fabrics, fashion vocabulary, events and trends. Her ultimate goal is to advocate and promote vintage retailers with creative content customized to their needs. You can follow Avera [on Instagram](#), [Facebook](#), [YouTube](#) and her [fashionpastforward.com](#) blog.



Killers of the Flower Moon

—BY IAN DRUMMOND (IAN DRUMMOND COLLECTION)

We had the pleasure of working with the *Killers of the Flower Moon* wardrobe team headed by Academy-nominated costume designer Jacqueline West and lead wardrobe consultant for the Osage nation Julie O'Keefe. The women consulted with and hired many Osage artists to work on the film. "From my perspective, they're not costumes. Everything was authentic and is something we're still wearing today," said O'Keefe in a panel discussion about collaborating with West and Osage artisans to craft looks for the film.

O'Keefe effectively involved Osage grandmothers and aunts, whose prized collections of ribbon work, finger weaving, and blankets were shown to the wardrobe crew.

"And they're bringing out items from that 1920s period or earlier, like, some of the fabrics and everything and the textiles that were used and, you know, ribbon that colors—those colors don't exist anymore. And this is what took an epic movie like this and brought it down into a feeling of a community project."

Ian Drummond Collection provided 1920s clothing, purses and jewelry to the production for both the main cast and background actors.

▼ Actress Cara Jade Myers, who plays Anna, can be seen wearing one of our hats in this promotional photo.



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SPOTLIGHT

Longtime Guild member and volunteer, **MARY HENDERSON** (The Vintage Merchant)

When asked to summarize all the volunteer positions she's held at the VFG, it became clear that it might be easier to name the few positions

Mary's *not* held! She has served on multiple committees, as a Member at Large of the board, and then for seven years in the important role of VFG Treasurer. She has also pitched in with VFG yard sales, elections, the member directory...it's difficult to think of something she hasn't helped out on! She is now the VFG's volunteer coordinator.

When did you join the VFG?

Feb 3, 2006.

Where is home for you?

We are fortunate to live the warmer half of the year in rural Iowa, and the colder half of the year in the more pleasant-winter state of North Carolina.

You are a longtime seller, is there a particularly memorable item that you offered?

We went to an estate auction in a tiny town not expecting to find much, but during the pre-sale walk through, I was shocked to find a gorgeous pair of 1920s shoes in nearly perfect condition in a box with aluminum pans and other household wares. When the auctioneer

got closer to my box number, a couple boxes before it no one was bidding since they were mostly filled with books. So along comes the box I want, and I won it for one dollar! They were beautiful and I was absolutely thrilled!! The shoes are now in a museum in Russia, which makes me very happy.



Mary Henderson

Can you name a memorable moment as a VFG volunteer?

I was part of the board that worked on a previous website and logo update for the VFG, and it was so gratifying when we went live with it. It makes me appreciate this latest, BEST VFG website even more, even though our work was a fraction of what it took to successfully transfer all our content the way the current team did. It's been in the works for so many years, it is so wonderful to see how

terrifically it has turned out.

Where do you sell vintage fashion?

Our flagship store is [The Vintage Merchant](#) (on Ruby Lane), and we have three speciality shops on Etsy: [Authentic Vintage Patterns](#), [Marcy's Closet](#) (for "young" vintage), and our [Less Than Perfect](#) shop which has become our second most successful shop.

Many thanks to Mary, one of the VFG's brightest shining star volunteers.

Meet the new VFG board for 2024

vintagefashionguild.org/about/board/2024-board

President: **MAGGIE MUELLNER**, USA

Vice President: **MAGGIE WILDS**, USA

Secretary: **HARRIET ULPH**, UK

Treasurer: **VICTORIA LAZAROVA**, USA

MEMBERS AT LARGE

Jolene Bramer, Terri Brown, Abby Kuehne, Sandra Mendoza,
Diana Pelozza, Heather Ramey

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