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Saturday, July 10, 2010

Cheeky Vintage

Joie-de-Vintage

In a fast-paced world of short-lived trends, I take a moment to explore the timeless allure of vintage with Houston's only boutique-style vintage clothing store, Cheeky Vintage

by Gemma de la Cruz Gosuico



Walking through a shopping mall can sometimes feel like hopping on a conveyor belt and zipping through a futuristic sci-fi novel. Store after store has the same, rectangular entryway decked in glaring, fluorescent lights. Faceless mannequins loom over you from behind their glass cases. Mass-produced trends appear in the windows briefly before vanishing to the sale racks and being replaced with the next revolving fad. The whole scenario is cold, mechanical, and lacking in life.



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ABOUT ME



**rainbow st@r!
hello kitty p@nts**

Just here to have fun with my makeup and fashion hobby! "Rainbow star hello kitty pants" is a nickname my hubby gave me for my inner diva. In real life, I'm a freelance writer and editor under contract with POSH COUTURE magazine and am pursuing my master's in journalism. I have a professional, work-related blog too (boring haha), but this is the place where I can be completely superficial and use bad grammar!

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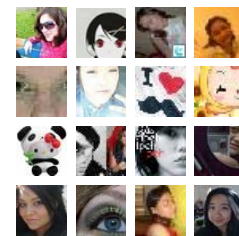
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So, when POSH COUTURE Magazine approached me with the opportunity to check out Houston's only vintage boutique, Cheeky Vintage, I did not hesitate to abandon the mall drones and set out for something new and exciting.

As I pulled up to Cheeky Vintage, I was immediately charmed by the store's exterior. Instead of a crowded parking garage and an

impersonal, three-story department store, my tires were quietly crackling up the driveway of a picturesque, bungalow-style building. Walking through the quaint, wooden doors of Cheeky Vintage instantly transported me into a fairytale closet. It was like stepping into the massive, walk-in closet of your favorite aunt or grandma and being surrounded with an explosion of exquisite gowns, flirty cocktail dresses, and piles of jewels ranging from chunky statement pieces to quirky resin styles.

The concept behind Cheeky Vintage is new to Houston. For starters, Cheeky Vintage is not to be confused with one of Houston's many resale shops. Resale shops deal with recent items whereas true vintage stores deal exclusively with pieces that are 20 years or older and have a rich history. Co-owners Tina Davis and Denise Hazen take meticulous care in selecting items to meet those standards.

These two striking women started out as personal collectors before expanding their hobby into a business. It is evident that their shared passion for vintage endows them with the rare knowledge and keen eye necessary to spot a vintage treasure. As they travel the world and visit estate sales, they take care to handpick unique items of impeccable craftsmanship to



stock the boutique. Their hard work is apparent; each piece is a knockout, and the innovative boutique setting of the store allows customers to truly experience and appreciate the craftsmanship of every, re-discovered treasure.

Currently, Cheeky Vintage is the only vintage store in Houston featuring a boutique style setting. This inviting atmosphere allows customers to calmly browse at their leisure. Clients are encouraged to take their time perusing the racks and handling the fabrics just as though they were at home rummaging through grandmother's jewelry box. This way, customers can actually run their fingers over the flawless stitching on a leather purse or feel the hand-covered snaps on a tailored dress in order to find the perfect piece.

Brimming with treasures and an inviting atmosphere to explore them, Cheeky Vintage sets the standards for vintage in Houston.

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The shop caters to stylish women everywhere and is open Tuesday through Saturday from 11 a.m. to 6 p.m. at the 2100 block of Richmond.



Trade the boring, predictable malls for an unforgettable shopping experience and take home your very own piece of vintage history.

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