Oldies but goodies

Quests for nostalgia and thrift turn local resale shops into favorite hunting places.

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Resale isn’t a trend. It’s a reality. The appetite for goods is so ravenous that we give away, donate, sell and consign items just so that we can make room to buy more items. We are the American consumer, and we cannot be appeased.

Some people shop resale for the price; others because it’s eco-friendly; others want something nostalgic; others crave one-of-a-kind items. And then there are people like me who just love the thrill of the hunt (along with all of the above).

So with that, let’s just say that demand has changed the supply. The gritty, slightly nasty and crumpled racks of resale past are past.

Not every resale shop looks like a high-end boutique, but must have styles and personalities that say more than “we sell old clothes.”

The emergence of nostalgic pop culture and the rise of hipsters and yuppies (yuppie hipsters) has been a resale boon. It’s no longer fringe to wear a 1940s Betty See RESALE • Page H5

Borough Vintage • 1960s metallic A-line dress ($165); 1960s drop earrings ($28); 1970s snakeskin and leather Pierre Cardin clutch ($220). Model: Rachel Ross.

PHOTOS BY EMILY RASINSKI • erasinski@post-dispatch.com
Today's pendant necklaces are reminiscent of jewelry of the '60s and '70s.

Draper frock for $20 when Banana Republic is selling replicas for $250. Naturally, this phenomenon creates a wider audience for the original.

And then there's the 'secret that the latest collection of pendant necklaces from such designers as Tima Turi and other unusual pieces. The result is a strikingly reminiscent of the '60s and '70s costume jewelry on the racks at local resale shops for a fraction of the cost.

We've said it before, and we'll say it again. Vintage shopping is not for the faint of heart. You need to stay hydrated, stock up on protein, and possibly get a snack. If you love clothes, you'll be entertained even if you don't make a purchase. If you hate shopping, we have some suggestions. If you love shopping, we've got more suggestions. The key is to find vintage clothing that you love, and you'll have options instead of the same old dress that you've already tried on before.

**THE BAILE OUT**

700 South Washington (first floor) of City Museum, no admission to shop, open from 9 a.m. to 9 p.m. (closed on Sunday), 814-202-5544. thebaileout.com

This is the kind of nifty vintage clothing store that you'd expect to find in the bowels of a possible City Museum. It's easy to find. It's a hit with women, it's a hit with the men. It's a hit with the people who want to buy clothes.

The inventory for the shop was collected more than five years ago when the late Bob Cassilly and his wife, Giovanna, got a call that there were more than 900 bolts of clothing needed to be sold. The building where they were being donated, and it is the Cassilly way to recycle. So the Baile Out was born, and it is a delightful mix of eclectic aesthetics. The items range from the 1900s to the 1950s, and you can find everything from dresses to shoes and jewelry. But be forewarned. Shopping here is an adventure. Each rack is relative, organized by theme, and you will find wool coats, cowboy hats, heavy cardigans, polyester shirts, sailor pants and Dior Day dresses within a few feet of one another. There's a surprise at every turn, and we're excited to see what you can find.

**TFA, THE FUTURE ANTIQUES**

6506 Chippewa Street, St. Louis, 314-765-1552, tfa500.com

This shop is a mid-century modern lover's dream, and although the furniture is prominent, the clothing supply is ample. There's been a recent influx of 1960s geometric modernist dresses and dresses in just in time for the warm weather and neon trend.

But like most vintage, you never know what you'll find here. Dresses are plentiful, and there's a surprising variety of size. The store recently acquired a healthy collection from the estate of a woman who was a size 10. The store is well-organized and displayed according to color. It's heavy on dresses with a respectable supply of tops and skirts. And there are a coved no-fitting-room-required wall of handbags and hats that you can browse. The store carries a clothing stock from the 1950s to the 1990s, approximately priced from $20 to $70.

**RUNG**

9730 Manchester Road, Rock Hill, 314-772-0773, shoppurin.com

This newbie among resale shops has a problem: "People don't want to have a collection." You can have a Runo associate compile clothing by your size before you arrive. It requires a small deposit ($35) in applied to your purchase.

**REFRESH**

1710 South Brentwood Boulevard, Brentwood, 314-291-1331, refreshart.org

The two-floor shop with a DJ booth on the mezzanine level feels more like Forever 21 than a resale shop. The open-floor plan, contemporary youth clothing and styling are designed to entice the budget-conscious consumer. The store is not a place to shop for something vintage, but the nonprofit retail shop is run by the Art & Antique Collector Coalition, which employs and provides job training for its students. Proceeds benefit the organization. Yet shopping here won't feel like a typical charity thrift shop; the vibe is young. The top floor is strictly formal and cocktail wear, including men's suits and women's clothing, and a great spot for the budget-conscience or even young ladies looking for a gown to wear to a gala. There's even a red carpet area and couch seating just outside the dressing room to make visiting the boutique feel more upscale. The shop recently started advertising its prices in the window — dresses starting at $10 — because people kept confusing the location across the street from Nordstrom Rack and Whole Foods as a trendy, i.e. costly, boutique. Trends, yes. Expensive, no.

**RETRO 101/CHERRY BOMB VINTAGE**

2303 Cherokee Street, St. Louis, 314-752-9722

This is a favorite spot for vintage clothing enthusiasts looking for an extensive collection and a free