

Vintage clothing care & style



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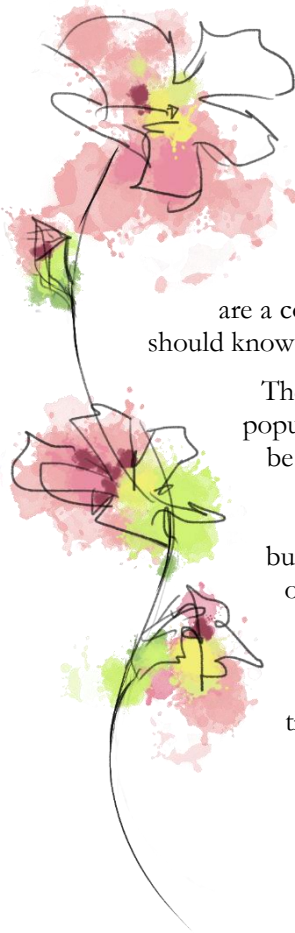
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Vintage Clothing – Modern Style

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How to wear and how to care for vintage clothing



If you've just bought a piece of vintage clothing, congratulations! If you are still thinking of purchasing, then

I hope this guide will help you in your journey. Whether this is your first piece or if you are a collector, there are a few things you should know about owning vintage clothing.

There's been an explosion in the popularity of vintage clothing. It could be related to the idea of being green and helping the environment or maybe the love of historical eras, but it could also be related to a sense of nostalgia and a happy feeling of days gone by. Either way, having such items in your own wardrobe could make for a truly unique and timely statement. Your unique look and style are easily created with vintage clothing.

Look good in vintage clothing

The world of vintage fashion means wearing items of clothing that have a history and offer a window to the past while also creating a unique fashion statement. Wearing vintage clothing does not mean being outdated ... quite the opposite. In fact, vintage clothing is the in-style thing to wear.



A 1950's 'Ivan Frederics' dress.

Clothing pieces dating from the 1920s (and even earlier) to the 1990s are making their way in today's fashion setting and increasingly becoming the style trend of today.

However, as with any other clothing style, vintage clothes need to be mindfully assembled. There are



Vintage blue and green plaid coat

those people who really enjoy wearing vintage clothing in the style they are meant to be worn and will wear a complete outfit in a 1920s or a 1960s fashion era. As awesome as that looks, you don't need to do that. You can do what I like to do and bring the vintage piece into the modern era. To get the most out of vintage style clothing, it's a help if you know

how to wear them in the modern times without looking like you're from the past unless that's the look you are going for. Here are some tips to bring your vintage piece in the modern era.

- Try wearing one vintage piece with modern clothes. For example, a vintage blouse with a pair of contemporary jeans, and your favorite boots or shoes will be a step up and a wow statement. Another example would be to wear a vintage dress with a pair of funky modern shoes. Again, you're taking your item to the next level. I have seen people with a pair of converse sneakers paired with a dress and that funky look is very hip. So even one vintage piece can already bring the style and uniqueness to your ensemble. The idea here is to keep one vintage piece as your focal item and pair it up with other pieces from your closet.



Wearing a 1960's yellow and orange patterned shift dress and 1960's wicker purse.

- Dare to wear two or more vintage items with modern pieces. For example, I sell the vintage matching dress and coat iconic of the 1960s. Some of these pieces are a complete outfit. However, if you want to look

professional for work or stylish for an event out, wear modern simple shoes or boots and a modern purse. The modern items ground your look so that it's not overstated.

- Keep your personal style. The thing with vintage is that many items are simply stunning, and you'd like them all.



Vivian Moderna owner Karen Scott in a 1960s 'Flutterbye' floral dress and hand knit vintage stole.

(Occupational hazard with me!) However, not all of them suit your personal style. Vintage clothing allows you to be a little experimental. But take note of how you will wear this piece. Is it to match a skirt you have or is it going to be worn with jeans? If it's a dress, what shoes do you have in mind? By having your own clothing in mind, you can easily assess how you are going to wear your vintage and keep with your personal style.

- Be confident. Vintage style clothing has a way of making your look sophisticated. It should,

therefore, translate in your attitude. Whatever reason you have for buying a vintage piece, make sure you wear it with the confidence it deserves. These items are not new, as we all know, but they are generally better made with higher quality materials. These items are more often than not a one-of-a-kind piece and are therefore as unique as you are. There are women who own vintage clothes and wear them like they are worth a million bucks. The secret? It all lies in their attitude. They feel good. They love the classic look, and it shows.



A 1970's damask shift dress and matching coat.

Caring for vintage pieces

With your purchase of a vintage piece, you've made a financial investment as well as an investment to your collection, to your happiness, to your closet and to the environment. Now, how do you clean and care for your vintage clothing?

Vintage clothing can be rare finds. That is to say, to find the right piece that suits you and is the correct size can be a challenge. Once you find that piece and once you've made your investment, you should strive harder to make sure your investment lasts longer.

Most vintage clothing sold today are second-hand items that have probably

been used by other people perhaps 40 to 50 years ago, sometimes more.

Occasionally, pieces may



still have their tags indicating they were not worn before. But these are still old pieces that need care.

Washing vintage clothes is unlike washing your ordinary clothes:

- Because they require special effort, you will need to



hand wash them one at a time.

Remember that the fabrics have aged and weakened and subjecting them to rigid rotation inside a washing machine may cause damage. The same is true with the drier, so to be on the safe side, consider air or drip drying your garments.

- Take note that hand washing is good only to certain fabrics such as cotton, nylon, and some

wools and silks. Others may shrink, lose their body and finish, and get distorted, thus requiring dry cleaning. Vintage Jackets and coats should always be dry cleaned just as you would a modern coat.

So, my advice to you would be to look at your items carefully and decide which form of cleaning would be best. Many vintage items don't have labels or care labels, but if they do see if there are additional or special maintenance procedures. If you are still wondering about which way you should care for your vintage piece, ask a professional.

Many times, vintage items only need to be aired. As long as there are no stains or odors you need to address then



A 1960's fuchsia paisley and flower maxi dress.

hanging items on a clothesline on a fresh day can do wonders for your vintage clothing. I do this regularly for my personal items and only hand wash or dry clean when necessary. The sun is a perfect sanitizer but be careful the sun can also fade fabrics. However, a few hours on the line will be good.

Cleaning vintage clothes on your own assures you they receive proper care, but you should also know when it is more appropriate to bring them to a cleaning specialist. It may cost you a little more but doing so guarantees you clean vintage clothing safely and effectively. In the end, it's a good investment.



A 1950's red silk dress.



Storing vintage clothing

If you use your vintage clothing often or even periodically, then it is always best to keep your vintage clothing with your other clothes. However, if you are going to store them long term, there are a few details you should remember when keeping these items in your closet or drawers. Here are a few guidelines for you to consider when storing vintage clothing.

1. Never hang vintage clothing on metal hangers. Metal hangers may stain the clothing and they may pull on the fabric. Metal is a no no. Wooden hangers could also stain vintage if stored for a long period of time. I have used wooden hangers (as in the above photo) for the short term, but it is recommended to use fabric hangers for long term storage.
2. Using fabric garment bags for storage in your closet is a great way to keep vintage items fresh. Try not to use plastic bags. Vintage items should be allowed to breath to avoid getting musty. Some plastic is ok if left open and not sealed up but should never be your practice.

3. If storing items in your drawer for a long-term storage, it's a good idea to wrap vintage items in tissue paper. Wrapping in an unbuffered acid-free tissue paper will prevent your vintage items from being put directly on the wood which can stain vintage clothing.

4. For hats, purses, and just about any vintage accessories, just make sure there is no dust. It would be ideal if you could keep the hats in good hat boxes that are usually available at conventional home decorating shops. To brush off dust, use a soft brush with soft bristles. Purses should be stored in fabric bags, in a manner similar to the way you would store luxury purses today. Vinyl and leather purses, as with clothing, should breathe, so keeping them in plastic containers and bags would not be advisable. If you do need to use plastic make sure it is not sealed but kept open to allow air to circulate.



5. To drive away insects like moths, put several sachets of rosemary and mint, which are great insect repellants and can also keep your items smelling fresh. We sell sachets made of a combination of rosemary, mint, thyme and cloves. They smell great plus are a natural moth repellent.

Visit www.vivianmoderna.ca to order yours.

About Vivian Moderna

Vivian Moderna is an online vintage boutique. As the owner of Vivian Moderna, I strive to find the most



Karen Scott, Owner of Vivian Moderna

fashionable vintage clothes from the 1950s, 60s and 70s for you to add to your wardrobe. We also carry some items from the 80s and 90s especially if it's in keeping with

the style of the 50s/60s/70s.

So where did the name Vivian Moderna come from? My Mom's name is Vivian. She was the quintessential woman of the 60s and 70s. My most endearing memories are of her style. A style I like to carry into my own wardrobe and hopefully into yours as well. Moderna is a word to mean into the modern era. And there you have it ... Vivian Moderna.

Have a look through our catalogue of items and shop online for the style that will make your look complete. Click [here](#) to find your unique look.

