

Hollins University

Hollins Digital Commons

Liberal Studies (MA) Final Essays

Master's Theses

2023

The Making of The Vintage Boutique

Lisa Jones

lsjones62@gmail.com

Follow this and additional works at: <https://digitalcommons.hollins.edu/malsfe>



Part of the [Fashion Business Commons](#)

Recommended Citation

Jones, Lisa, "The Making of The Vintage Boutique" (2023). *Liberal Studies (MA) Final Essays*, Hollins University. 57.

<https://digitalcommons.hollins.edu/malsfe/57>

This Thesis is brought to you for free and open access by the Master's Theses at Hollins Digital Commons. It has been accepted for inclusion in Liberal Studies (MA) Final Essays by an authorized administrator of Hollins Digital Commons. For more information, please contact lvilelle@hollins.edu, millerjc@hollins.edu.

THE MAKING OF THE VINTAGE BOUTIQUE

by


Lisa S. Jones

BS in Psychology, Virginia Polytechnic and State University,
1996

Presented in
partial fulfillment of the requirements for
the degree of Master of Arts in Liberal Studies
in Social Sciences

Hollins University
Roanoke, Virginia
May, 2023

Director of Essay:


Dr. Harry Stevens

Department: English Department

Table of Contents

Introduction.....	1
Dream Big.....	2
The Black Church.....	4
Entrepreneurial Spirit.....	5
Life Principles of Coco Chanel.....	7
The Social Realities of Black Females in America.....	8
Historical Perspectives.....	8
Image and Black Females.....	12
The Superhero Scenario.....	14
Black Girl Magic.....	15
Black Women in Business.....	16
The Making of The Vintage Boutique.....	16
Specialty Service and Events.....	17
Inside the Boutique.....	21
The Union Street Connection.....	31
Future Projections-Diversification.....	33
Green Business.....	33
Online and Social Media.....	34
Casino Connection.....	35
Current Challenges.....	37
Conclusion.....	39
Work Cited.....	42

Introduction

At Hollins University, I have been given the privilege of studying, and taking courses for and about women. This time of studying and self-reflection has never been as important as it is today. Women of all races and nationalities are facing unprecedented changes in their lives. Politically, socially, and economically, women are fighting for the life blood of what it means to be a strong successful woman in a white, male dominated society. Many decisions and policies are being made to stunt the growth of women. With the recent overturn of Roe v Wade, the classes and seminars offered at Hollins University will hold reflective of what is transpiring in present day society. Therefore, in this paper, I will uncover and discuss what it means to be a black female businesswoman today.

Studying cultures and assessing ways to improve the lives of women, and especially women of color, have and continues to be of great interest to me, particularly as it relates to success in business. As such, I'd like to use my final essay as a self-study of sorts of the business I started some years ago in my hometown of Danville, Virginia. The name of the business is The Vintage Boutique, LLC. My partner and I embarked on this opportunity as a mean of honoring the women of color who have been instrumental in molding us into whom we are today. Coming of age in the 1960s and 1970s was a fun time to explore and enjoy fashion. The fashions during these decades were colorful, vibrant, and revolutionary to say the least. I enjoyed playing dress up as a little girl and watching my mother, aunts and grandmothers adorned themselves with beautiful clothing and accessories. I was fascinated with style and fashion at an early age. This passion for style and fashion is still a part of my being today. I am amazed and very humbled by the support and generosity that the community has brought to the boutique and the services that we render.

The Vintage Boutique has been a viable business in Danville and Pittsylvania County for ten years. Our decade of specialty services within our community is the motivating force behind my desire to approach the approximately thirty-nine-page review of the Vintage Boutique as a mirror of societal memoirs inexplicably written for and by black women in America, particularly rural America in the south. The focus of The Vintage Boutique is on reselling vintage clothing, accessories, and home goods to the citizens of Danville and surrounding areas. Resale and recycling are familiar and viable in African American communities that have existed from enslavement to today.

Dream Big

“Have the power to dream big” (Leverage Edu). This is a famous quote from Coco Chanel. This quote is one that I feel has taken me a long way in my personal and professional life. I always felt that there was more to life and living than what was expected of me as a young, black female growing up in the south. I was raised by a single parent in a neighborhood with other single mothers. We would be considered poor in societal terms, and there were little expectations of us being anything but a statistic. Most young girls in the south were expected to marry and start a family after high school. They were not talked to about pursuing careers and jobs that would build generational wealth. It was not stressed to us that we could be business owners. We were not taught about wealth building in our communities. We were taught to get a job in the factory after high school. Most factory jobs were dead end jobs that would produce little to no rewards. Even though finances were scarce we were rich in morals, integrity, and values. We were taught at an early age how to work and make decisions about life choices to support oneself.

Southern women are different from women in other parts of the country. They are filled with lots of grit and grace. Grit means not being afraid to do the hard and necessary work that needs to be done, and grace means being able to perform a job filled with dignity and not complaining while doing it. These are the type of women who were instrumental in my upbringing. My grandparents were sharecroppers and my mother's generation were mill hands and domestic workers, but they managed to raise a family and household on meager wages, and still look good doing it. My mother's generation was two generations from slavery. She worked "on lot" in the homes of wealthy white families when I was a child. My mother's employers would give her items that they no longer wanted, and she would bring them home to us. I was mesmerized by these items: colorful clutch bags, shoes, hats, and clothing that I had only seen displayed in magazines or on television. I would play with these items often and even sneak and carry the purses with me to church. I had a fascination with bright, bold colors and luxury items at an early age.

My father had a great appreciation for fine leather and liked to dress as well. I also remember my father putting heels on leather shoes and repairing them at home before my parents separated. My uncles were great dressers and appreciated looking good and presenting themselves as gentlemen in our community. With my parents and family acting as my role models without realizing that I was watching. I found a love for classic, expensive clothing and leather goods. The items that I remember were mostly made in the United States and were of extremely excellent quality, unlike most items today which are mass produced in China. The clothing that is made today in my opinion is cheap and poorly manufactured.

The Black Church

The black church was our classroom away from home, and the principles and values that I learned in church have served me well throughout my life. Churches of all denominations helped to institutionalize African American growth spiritually, socially, politically, and economically (Charron 37–38). Participation in the church was the foundation and sounding board for learning from the Reconstruction Era through the Civil Rights Movement for black families in the south and north. Going to church as a child afforded me the opportunity to see some of the best dressed women in the community. These women wore what we in the black community refer to as our “Sunday Best.” They were stylish, classy, and confident in what they wore. Style and confidence were shown to me at an early age, and I have kept these memories close to my heart. Therefore, in developing my plan to open The Vintage Boutique, I sought to honor these women.

Church has been a house of style for Black Americans for centuries. During slavery, plantation owners outfitted their bond women and men in weekday clothing made from drab, cheap fabrics: but on Sundays, the enslaved could dress themselves in clothes of their own choosing, and often of their own making. Women wore dresses and headwraps in vibrant materials purchased with meager wages they had earned from doing side work on nearby plantations or selling vegetables grown in their own gardens. The community, dressed in its “Sunday Best”, would pierce the early morning air with their hymns and patterned handclaps as they sashayed from slave quarters to the church house (Ford).

During the Great Migration period, many blacks went north and west to seek out better opportunities. With transition to these areas came fashion and unique styles that were not afforded in the South for women of color. The women of the south enjoyed fashion and style as well, but Southern women tended to be more conservative. The south is also known as the Bible Belt of the country. The women in the south tend to dress conservative in response to the ideals and values of the church. These ideals and viewpoints usually place a lot of emphasis on how women dress and present themselves. Southern girls are taught about dressing and covering up at an early age.

The Entrepreneurial Spirit

Entrepreneurship is a way to build wealth in a community. I have learned and discovered what it really means to be an entrepreneur and minority business owner, being both female and African American. To be a minority entrepreneur in an industry that is usually not reserved for a person of color is very humbling to me. Becoming an entrepreneur has many advantages and disadvantages. I would say that the advantages outweigh the disadvantages and provide a sense of self-fulfillment and satisfaction. I have always enjoyed thrifting and shopping. I collected so many expensive and classic pieces over my life, that I wanted to share this experience with women who do not like to shop or hunt, but like vintage and antiques. Thrifting is a form of therapy for me, and I turned this habit into a business. Before the opening of The Vintage Boutique, I sold items at local flea markets, yard sales, and provided inventory to local consignment stores. I am interested in giving back to the community by employing people locally.

Additionally, I am interested in training young people who are interested in fashion, resale, and business. The boutique has partnered with local agencies and learning institutions to mentor young women and men who are interested in starting a business and working in retail. Some of the basic characteristics of being a good entrepreneur are creativity, motivation, and adaptability. For me, the most important part of being an entrepreneur is creativity and being your own boss. Entrepreneurship is not foreign to the African American. African Americans have been running and operating business and side business since coming to America as enslaved individuals. In the book, entitled *The History of Black Business in America*, Walker reiterates that free black women in the antebellum south established and ran a diverse enterprise of businesses. These enterprises consisted of shopkeepers, quilters, dressmakers, seamstresses and milliners. With these skills and experiences from my ancestors I now know why The Vintage Boutique has a place in the history of our people, and the community at large.

I have admired the fashions and styles of the famous designer Coco Chanel, for decades. My mom wore Chanel 5, cologne, and body powder when I was a child. I can still remember the smell of that fragrance. The smell of not the only remembrance of the fragrance, I remember the packaging and the containers as well, and they were of such elegance and style. The principles of Coco Chanel are classic and simple, but elegant in form just as her clothing styles. I appreciate the principles that Chanel employed in her personal and business life to make her brand a success throughout the world. Her life lessons are a great foundation for any business owner today. Her company had business principles I want to convey at The Vintage Boutique.

Life Lessons from Coco Chanel

- Power to Dream Big
- Experimenting is the Key
- Keeping a problem-Solving Approach
- Be Authentic and Unapologetic
- Be One of a Kind
- Build a Curiosity Brand
- Fortune Favors the Bold
- Age is Just a Number
- Elegance is Refusal
- Think Beyond (Team Leverage)

The three most important principles to me in this list are

(1) The Power to Dream Big; (2) Build a Brand Curiosity; and (3) Think Beyond.

The power to dream is an essential skill for an entrepreneur because it all starts with a dream. I admire the style and grace of Coco Chanel as well as her strength and tenacity as a vintage woman of fashion and class. The branding of Coco Chanel is high end and expensive in today's marketplace, but in my youth her brand was affordable. The principles and life lessons that Chanel left as a part of her legacy are just as interesting to me as her high fashion purses and clothing. She left a mark on the fashion world that has been reinvented and her fashions and work ethic has stood the test of time.

The Social Realities of Black Females in America

Social Construct are defined as labels that are imposed upon groups of people in a society. The black female has her share of labels, some positive, and some are negative. In this section I will examine some of those labels and explain what it means to be a black female today especially in the conservative south. Black women have been labeled as difficult, aggressive, and hard to have a good relationship within the business arena, but personally I find this to be overstated. Black females are usually given the hardest and most demeaning jobs and positions even though they are professionally qualified for most positions held by their white counterparts. I am reminded of the negative comments made in reference to Michelle Obama when she was our first African American, First Lady. Michelle Obama carried the office with much grace and style, but she was still labeled as an angry black woman, because she spoke her mind and had her own ideas. This is thought to be taboo by conservative people mostly in the Southern part of the United States. This stems from the historical atrocity of enslavement, women are to be seen and not heard. This can be seen throughout the south today especially with so many women of color running for public office in the south. I will discuss some of these women later in the paper.

Historical Perspectives

Women of color have been instrumental in the American business enterprise for centuries. Slave women even though they were not free and not given credit for the contributions that were made to society, were making, and garnering major business decisions on the plantations and throughout the south before and after the Civil War. Many of the contributions made by these women are now coming to the forefront of the public eye. I can remember when white women thought it was beneath them to cook, clean, and do any type of manual labor, but with the Martha

Stewart generation all these once menial tasks are seen as glamorous and a way for many women to earn lucrative incomes. Many slave women ran the households on the plantations and were managers in the kitchens, and throughout the house of the masters.

The dressmaking industries of the antebellum south was where free black women contributed profoundly to the development of the American clothing industry. The dressmaking business was very lucrative and was seen as a prestigious occupation for antebellum free black women in the south. In the book, *The History of Black Business in America: Capitalism, Race, Entrepreneurship* (Walker 176-177). Maria W. Stewart wrote an essay encouraging black women to become entrepreneurs and business owners in 1892.” It is upon you that woman depends; she can do but little besides using her influence; and it is for her sake and yours that I have come forward and made myself a hissing and a reproach among the people; for I am also one of the wretched and miserable daughters of the descendants of fallen Africa” (Stewart 164). I used this quotation from the book because black women in the south have been made to appear as being difficult to work with even though most of the hard labor was bestowed upon them mentally and physically. This quotation rings true even in the 21st century. There are some patriots and customers who are in disbelief that the boutique is minority and female owned. Black women in the antebellum south were hardworking and business-minded at the same time. This still holds true today in our contemporary society.

Women in my mother’s generation were mostly domestic workers, farm hands and mill workers. With these labor-intensive jobs, women were expected to dress modestly. This style of dressing comes from the plantation days when slave women were given secondhand clothes and scraps of

material to make clothing for them and their families. As mentioned, Sunday and weekends were different. Our mothers would dress in their finest to go to town and church. The writing of Deborah Gray White, *Ar'nt I A Woman?* examines the life of a slave woman in the antebellum South. Slave women received six yards of woolen cloth and three yards of cotton shirting in the fall. In the spring, they were given six yards of cotton drillings and three yards of shirting. In the spring and fall they were given one needle and a half dozen buttons (White 123).

In her research, for her dissertation “Dress of the African American Woman in Slavery and Freedom: 1500 to 1935s,” Lydia Jeans Wares, addresses the form and style of clothing and dress that was acceptable for the African Women during slavery. Wares studies the behavioral patterns of dress with a major emphasis placed on cultural heritage. She was able to collect information from documents, analyses of cultural traits, and elements of African American history. In her research, she described the clothing that were worn by slaves and people of color through the Reconstruction period. The basic garment of the female slaves included a one-piece frock made from “Negro Cloth” which was cotton (Wares xii). Wares further argues that clothing styles of the African American woman are a visible indication of her subculture identity. From the early days of slavery until the present, numerous African cultural elements have survived and have influenced the way the African American woman dress, reflecting her heritage, her interaction with others, and her environment (Bryant 80-91).

The Reconstruction period was remarkably like the slave era. Women of color still wore simple frock dresses and were frowned upon by both blacks and whites if they overstepped their upbringing in dressing above their means, unless they lived in the northern states. One of the

most exciting times and eras in America History was the Jazz Age and Roaring Twenties. The Harlem Renaissance was an enlighten period for African American artist. During this time experimenting with dressing and frolicking around in fancy clothing was seen as chic and sophisticated. The style of dress and culture was changing at a rapid pace. The 1920s were years of rapid technological growth due to the second wave of the industrial revolution which spanned from 1850-1940. The emergence of factories the demand for fabrics and garments grew. Clothing and garments were made in mass productions and were easier to purchase than before.

The values of the American public were changing, as well as the roles of women. The role of women began to change after World War I and began to shift thereafter. Previously women wore long hair and ankle length dresses and long cotton stockings. After the war, women begin to experiment with more risky ways of dressing. Many women wore short tight-fitting dresses, rolled down their silk stockings and cut their hair in short boyish bobs and wore bright red lipstick. This was the beginning of the big industry of fashion as we know today in vintage retail. Most of the women who wore this style were worldly women and lived in larger cities and towns. The Roaring Twenties is one of the most requested fashion trends in vintage resale. The boutique offers fashions from this decade to including flapper dresses, colorful gingham wear, plaid, vertical stripes, Argyle sweaters, Fedoras, and Newsboy hats. These are styles that sell well and are difficult to replace. True vintage pieces from this period are priceless and irreplaceable. Vintage and vintage inspired pieces are housed at the boutique. The boutique also sells some fast fashions of today as well, but the focus is to sell classic and well-made quality pieces, that will stand the test of time.

Image and the Black Female

After careful review of literature on *The Beauty Ideal and the Effects of European Standards of Beauty and the Black Woman*, I would like to discuss how beauty and image is defined by the black female. Nationally, black women have been recognized for their contributions. Michelle Obama, Stacey Abrams, Kamala Harris, and other women of color in our local communities are leading the way for women in the 21st century. Women who are judges, doctors, researchers, professors, and women who run Fortune 500 companies were brought to the forefront during the Obama Administration. These women have continued to thrive today, but to be taken seriously and to compete with their male counterparts, these women must also dress the part. The boutique stresses professional dress in the business arena.

Approximately one-fourth of the inventory is geared toward professional women. Michelle Obama, the first black First Lady, portrayed her style and grace under extreme circumstances. She dressed to impress and was graced on hundreds of magazines covers throughout her tenure in the White House. Stacey Abrams is a politician and businessperson from the state of Georgia who ran for the governor of the state. Abrams was instrumental in turning the state of Georgia blue during the 2020 election between Donald Trump and Joe Biden. Ms. Abrams represents full-figured, professional women well with her choice of dress. She wears professional business attire that is comfortable and colorful. It flatters her body type, as well as her personality. With this same momentum in play, Joe Biden picked Kamala Harris as his running mate for the 2020 Presidential Election. Ms. Harris dresses in business suits and pumps that are modest. These women portray the strong, black females that run businesses, families, states, and countries. Strong, black women have been present in America and the world from the beginning of time. They are at present recognized for their contributions due to technology and globalism.

One woman I would like to highlight who was a community activist and style icon in Danville and Pittsylvania County is Mrs. Ruby Archie. Mrs. Archie was an educator, politician, and civic leader in our community. Mrs. Archie made history in Danville by becoming the first, black female mayor of Danville, Virginia, the last confederacy of the United States. Mrs. Ruby Archie was a superhero in the community and was creating “Black Girl Magic” long before the term was introduced into mainstream America. The local, public library is also named in honor of Mrs. Archie. She was a lady of grace, style, and grit. Mrs. Archie was well-known in Danville and Pittsylvania County. She was what we call in the African American community “a sharp dresser” as well. Upon her death, Mrs. Archie’s daughters donated her jewelry and many of her accessories to the boutique. The donation was a way to honor Mrs. Archie’s memory, as well as her contributions to our community.

I have concluded that black women in modern times from the 80s through the early 2000s were basing their standard of beauty on the European standard. There were many illusions that were presented to young women on how to look beautiful, but most of these examples were for European females and not women of color. Most of the magazines and fashion books during this time focused on the white super model. It was not until the 21st century that black models and black girls started to gain recognition in the world of beauty and fashion. Hopefully, this trend will continue to make the fashion industry inclusive for people of color. The movie industry has played a pivotal role in the way women of color dress. Movies such as Black Panther: Wakanda Forever and other superhero movies that show women in power have changed the image and presentation of black women.

The Superhero

Black female superheroes are becoming more mainstream due to the numerous roles afforded to black women. For instance, the movie Black Panther has created a niche for black, female superheroes. Actresses and entertainers, such as Viola Davis, and Beyonce, are showing black female's superpowers that were always present, but not recognized to the full extent. Even though our ancestors did not make much in way of economic gains, they did open the doors for the generations of today. To me, these women will always be considered superheroes. The black female has been seen as a superhero in most African American communities worldwide. The black female has been taking of care families, children, and her sisters since the beginning of time.

My mother and her sisters were second generation from slavery. They were the children of sharecroppers a modern-day form of slavery. Most of the professional black females I encountered were schoolteachers, nurses, and occasionally a salesperson in a major department store. My grandmothers and their cohorts were mostly domestic workers and homemakers. My maternal grandmother was skilled in sewing, knitting, and crocheting. She would make each one of her female grandchildren scarves, hats, and vests from colorful yarns and fabrics. I would visit fabric stores with my grandmother and look through the assortment of fabrics. I'd pick out patterns of outfits to be made from the sewing catalogs. To me, at this young age, I knew my grandmother was creating magic out of the humble resources that she had. She took what little she had and spread it among all her female grandchildren. She made quilts, baby blankets, hats, vests, sweaters and even started to make items for the second generation of grandchildren before she died. To me, this is "Black Girl Magic".

Black Girl Magic

The term “Black Girl Magic” is used in many topics in the African American community. It is used in local, regional, and national movements anytime a black woman does something that we consider extraordinary. This term is overused in my opinion because black women have been creating magic since coming to America as slaves and enduring the hardship therein and after. “Black Girl Magic” is a term coined by Beverly Bond to highlight the accomplishments of black females in the arts and business arena (Wikipedia). My goal is to create “fashion magic” at The Vintage Boutique. The media has taught us to dress in accordance with the images we see on TV and magazines, which can cause women of color to ignore their roots and who they are inside. Dressing and picking out clothing styles is an art form to me. I pick my wardrobe mostly dealing with colors and vibrant colors because I believe that color is a mood elevator, and it helps to boost one’s self-esteem and confidence.

The beauty ideal for women of color is quite a new phenomenon. With this new ideal of beauty comes the idea the black women and women of color are ready and willing to display their accomplishments and bring their ideas and expertise to the table on many topics that were once off limits. With this comes the idea of image and how one should be presented. Beauty, as we all know, is based on the aesthetic senses: what is appealing to the eyes especially. We have all heard the expression “to make a good first impression” is key to getting noticed, but to continue one must be able to apply certain skills to stay in the game. Beauty is bigger than physical appearance. It is essential that we take care of our bodies, but it is also essential to care for our mental well-being. Therefore, self-esteem is a very important aspect of beauty. Every day we are bombarded with labels informing us on what to purchase and how this will help our lives to be

better. Today, I feel that the black female has become more natural and accepting of a unique brand of beauty and attitude, which we label as “Black Girl Magic”.

Black Women in Business The Making of The Vintage Boutique

As aforementioned, black women in business is nothing new. It is now that women of color are gaining recognition and credit for their work. Therefore, we sought that it was an excellent opportunity to start a vintage resale boutique in our community. The opening of The Vintage Boutique is a homage to my parents and the neighborhood where I was reared. During my childhood, it was common for us to wear hand me downs that were passed down from older family members and friends. I never realized that hand-me-downs would ever be called vintage. We looked forward to acquiring the clothing and shoes that were passed down. It was a treat for the younger generation.

The ideas of recycling clothing and green business were not even on the radar or in anyone’s vocabulary, but today this statement holds different. In the article, entitled, “Sunday Best the Beauty and Timelessness of Black Adornment Rituals,” the author highlights that thrifting was an essential part of black life in the south (Ford). Today thrifting is a buzz word along with vintage. These two words are used when describing a Green Resale Business in the 21st century. Brands and resale platforms hold up reselling as a sustainability solution, stating that it keeps clothing out of landfills and has a lower carbon footprint than new clothing, according to an article in Vogue Business (Cernansky).

The Vintage Boutique is an upscale resale boutique located in the River District of Danville, VA. This business has been in operation since November 2012. The business is a female, black owned business. The Vintage Boutique is a Limited Liability Corporation (LLC). The business

has remained viable through many obstacles. During the Covid-19 pandemic, the boutique acquired a space in the downtown River District of the city. The boutique sells vintage inspired clothing to women and men in a relaxed atmosphere, with a quaint feel of “Old Town Shopping.” The mission of the boutique is to sell vintage items that are of great quality, style, and cost. My wish is that each customer that visits the boutique will leave with a sense of satisfaction and even be able to reminisce of happier times spent with family and friends while shopping. Each section in the boutique is carefully laid out and clothing and article are displayed to reflect a theme or era in time.

Specialty Services and Events

When the boutique opened in 2012 the goal and mission was to sell gently used and classic vintage clothing and accessories for women. Upon four years into the business, we started to outgrow the original space which was one fourth of the space that we are in at present. The business plan was revisited, and we decided to sell western wear, men’s accessories, and small home goods, but we were desperate for space. The home and western stores started to develop quickly, so we decided to move them offsites to another location to get more exposure and customers. This store was moved to Eden, North Carolina in a Vintage Mall. The store was successful and lasted for approximately three years. It was closed when the boutique moved to its new home in the historical Abe Koplen building.

The partners of The Vintage Boutique have established several streams of revenue in conjunction with The Vintage Boutique brand. The services offered at the boutique include, personal shopping, image consultation, private boutique parties, an online boutique, and a mentoring program for young men and women who are interested in fashion and retail business. The boutique parties have

proven to be very successful in that a private shopping experience has been tailored specifically for the individuals in the private parties. A closet organizational service will be added soon. This service will aid returning customers who are too busy to shop their own closets. This service will also help customers realize that you can buy staple seasonal pieces and alternate them with articles you might already have in your closet. Personal shopping is a service provided to all regular customers of the boutique. This service consists of picking out specific outfits for customers who have specific needs for costume parties, weddings, proms, and any other events that might require a specialty outfit. Additionally, the image consulting services is a free service offer to all customers with any purchase made in the boutique.

The boutique also gives back to the community by mentoring young women and men who are interested in the fashion and the retail business. During the ten years in business, the boutique has trained over seven community volunteers. The Vintage Boutique has partnered with Averett University's marketing program that provided interns to assist the boutique partners in certain tasks. Additionally, the boutique partnered with a community program in the area to train young adults in retail business. This program's goal and mission is to show young adults ways of being productive and keeping them off the street and not getting involved with gang activities and other negative activities of the streets.

Specialty services at the boutique include image consultation, closet clean outs, and community fashion shows. These events are tailored to the specific need of the customers. Consultation is upon request of the customer. The boutique offers classes and boutique parties which have been very successful over the years. Boutique parties have consisted of book signings, pajama parties, art parties, Guy's Night Out, and theme parties. The ladies at the boutique are welcoming and will find opportunities to serve the men and women in the area who enjoy fashion and vintage clothing.

The space with this building allows for 3500 square feet of retail floor space to accommodate men, women, and children, and provides small accessories for the home. The Vintage Boutique not only provides a comfortable shopping experience, but it is also a respite for customers and passengers to step back in time and relive happier times and memories long gone. At the boutique, we honor ladies and men who were and are instrumental in the history of Danville and Pittsylvania County. It is a testament to honor family as well. The Vintage Boutique is a resource center and a shopping venue. We offer classes and seminars that focus on building the community and promoting small, local businesses, and highlighting local community leaders.



SKETCH DRAWINGS COURTESY OF ANTHONY P. ROBERTSON

The two drawings above are art pieces from a local sketch artist. The art work was displayed in the boutique during the Guy's Night Out Event.



STORE FRONT TAKEN BY LISA JONES

Inside The Vintage Boutique

There are multiple sections within the boutique. There are two storage rooms which are used for processing and overstock. The sections will be outlined in the following pages along with pictures to show the inside of the boutique.

The Western Loft



THE WESTERN LOFT TAKEN BY LISA JONES

The western section of The Vintage Boutique is to pay respect to the black cowboys and cowgirls of the western frontier and our ancestors who were untrained cowboys and cowgirls. Following the Emancipation Proclamation, an influx of formerly enslaved people arrived in the West to meet the demands for skilled labor, and forge new lives in lawless lands where the rules of racism applied slightly less. After the Civil War ended in 1865 many African Americans migrated to the west and became free people in the west. While enslaved, these African Americans acquired skills that were useful in the cattle industry. Once arriving in the west these African Americans were taught the cowboy way of life by the vaqueros, who were Mexican or Spanish cowboys (Durham & Jones). In the article entitled, “The Yeehaw Agenda,” the black

western aesthetic hit a fever pitch in 2019 thanks to “Old Town Road” by Lil Nas X (Chow). The fascination with the fashions of cowboy boots and western attire is a big part of growing up in the rural south. Western aesthetic is rooted and has deep ties to Black American History. The Buffalo Soldiers, Bill Pickett, black rodeos, black cowboys, and black cowgirls appeared in mainstream culture in the last 10 years. The western store in the boutique displays western artifacts such as jewelry, boots, clothing, literature, and home goods, for the cowboy and cowgirl enthusiast.

The Gentlemen’s Corner



THE GENTLEMEN'S CORNER TAKEN BY LISA JONES

The Gentlemen’s Corner is a high traffic area for the people who frequent the boutique. This area of the boutique is the newest section within the boutique. It was requested before moving downtown. The space that the boutique originally started with did not allow for separate men’s area, but with the move downtown into a larger space, we were able to accommodate the men in our community with a Gentlemen’s Corner. The Gentlemen’s Corner, also referred to as the Man

Cave, has an assortment of accessories and vintage clothing for men. This area of the boutique is unique in that the building was once a man's clothing store. We have customers familiar with the former store still asking for the items sold there. The Gentlemen's Corner is stocked with basic clothing items, casual and professional attire, graphic t-shirts, funny socks, vintage footwear, and other items that are of interest to the men in our community. The Gentlemen's Corner also provides rentals for theme outfits.

Shoe and Purse Closet



SHOE AND PURSE CLOSET TAKEN BY LISA JONES

Purses and shoes are two of the best-selling items in the boutique. This section of the boutique is one of great interest to most women who enter the doors of the boutique. This room is filled with purses, wallets, shoes, and boots. The room is organized by styles, colors, and seasons. The boutique offers off season items throughout the year when space permits it. The handbags and shoes are hand chosen for vintage styles and quality of the bag. Leather bags are becoming an item of the past. The owners shop exclusively for vintage leather items whenever and wherever possible. Customers find it a treasure hunt to rummage through the shoe and purse closet. This closet supplies shoes and purses from the beginning of the 20th century to contemporary pieces of

today. This section is one of my favorite areas in the boutique. I have always had a fondness for bright colorful bags and exotic shoes. My grandmother introduced me to fine leather shoes when I was young. There was a store in the downtown Danville area called McCollum Ferrell this was one of my grandmother's favorite stores. In this store, there were patchwork purses and shoes to match. These items were made of the finest leather products that were made in the United States. We have been fortunate enough to secure some of the original pieces from this store.

The Walk-in Closet



THE WALK-IN CLOSET TAKEN BY LISA JONES

This area is where formal and popular seasonal items are housed. This room is also a focal point during the holidays, especially during Christmas. The Christmas Tree and lights in this area are intended to make this area feel like a winter wonderland. Atmosphere and attitude are especially notable features in the closet. This area is where the formal attire is kept for special occasions such as weddings, proms, and other formal events. This area includes shoes, dresses, purses, and jewelry to complete a formal outfit for a special occasion

The Lady's Boutique



THE LADY'S BOUTIQUE TAKEN BY LISA JONES

The Lady's Boutique highlights several sororities that are popular in the African American communities. The pink and green section highlights the Alpha Kappa Alpha Sorority, and crimson and cream highlights Delta Sigma Theta Sorority. These two sections are frequently visited by the ladies and members of these two sororities for special events and parties

throughout the city and area. The lady's boutique houses church and business attire for professional women. This area is the start of the original boutique when the boutique opened in 2012. The displays in this area are usually highlighted in the four outside display windows of the store. This section is a high traffic area and displays are changed often in this section.

The Bohemian Boutique



The

BOHEMIAN SECTION TAKEN BY LISA JONES

Bohemian Section, known as the Boho area, is a compilation of funky, fresh, and fun fashions. This section is where we play a lot with colors, patterns, and trendy styles. We mix and match in this section to give it a certain vibe. The “Boho” section caters to the gypsy, hippie, and free spirit. This style was very popular during the 60s and 70s and has made a resurgent today.

The Boho section is popular for young adults and the young at heart. In this section you will find the jewelry store as well. The jewelry store consists of earrings, bracelets, necklaces, hair accessories and much more. Jewelry is a staple piece in most women's wardrobes.



JEWELRY DISPLAY TAKEN BY LISA JONES

The Home Store



THE HOME STORE TAKEN BY LISA JONES

The Home Store is a section that was introduced to the boutique in 2017. This section of the boutique was located off site from the main location in Danville, Virginia. The home area was in Eden, North Carolina in a vintage mall. This allowed the boutique to reach customers outside of the Danville area. This location was closed in 2020 when the boutique relocated to the downtown river district of the city. The home area is stocked with home accessories and small vintage furniture. This area is also home to our ethnic store, full figure section, and athletic section. In this area we store seasonal holiday décor and off-season accessories. This area is also used to host gatherings and boutique parties. The Vintage Boutique offers something for everyone, it is a place that the owners have put much time and effort into making it a successful, green business in the Danville area. As I mentioned previously, this idea was born out of respect and honor for all the people in our lives who were instrumental in giving us the skills and tools needed to be more than we could imagine.

The Book Nook



THE BOOK NOOK TAKEN BY LISA JONES

The Book Nook is the fun and educational area in the boutique. This area is the home to vintage books, vinyl LPs, CDs, puzzles, magazines, and family games. This area shares a space with the home store. This section holds a special place in my heart because I am an educator and my love for books is a passion that I have cherished since childhood. We choose authors relevant to the issues of our time, and this area is one which we plan to expand in the coming years. As aforementioned reading books has been a hobby of mine since childhood. I remember fondly the summer months when we were out of school and the public library would bring the Book-Mobile in communities so kids would have books to read throughout the summer. My love for reading started early because there were always books, magazines, and puzzles in my home. I never developed a love for jigsaw puzzles, but my mother has a great love of working puzzles, so the book nook is stocked with plenty of them.

The vision for the Book Nook section is to become an inviting place to host local authors and friends of the boutique. The purpose would be to sell their work and offer book signings. The vintage bookstore has become outdated, but we hope to share in the nostalgia of a taste of the vintage bookstore. The collection of books and material to be placed in the Book Nook will also display contemporary national authors of interest.

The Ethnic Section



THE ETHNIC SECTION TAKEN BY LISA JONES

The Ethnic Section of the boutique is an extension of the Home Store and Book Nook. The Ethnic Section includes ethnic pieces from African and Asian cultures. There is ethnic clothing as well as art and other artifacts. This section is near and dear to my heart. I enjoy bringing my

two favorite passions together here in this section: education and fashion. I have been collecting ethnic art pieces for years even before the inception of the boutique.

The Union Street Connection



THE HISTORICAL ABE KOPLER BUILDING TAKEN BY LISA JONES

The Evolution of Main and Union Streets in Danville, Virginia was a part of the national movement to revitalize America's historic downtown business districts. This evolution begun in 2016, and it is still underway at present. The Vintage Boutique, LLC is housed in the historic Abe Koplen Building on Union Street. The Vintage Boutique recognizes this history when planning unique events and services for the community. The boutique is utilized as a place of refuge to local business leaders and friends of the boutique who desire to use the building for special events, such as boutique parties and fashion shows.

“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street. Fashion has to do with ideas, the way we live, what is happening” (Reynolds and Calver 58).

This quote is from one of my favorite designers, Coco Chanel. Vintage shopping plays a crucial role in business travel itineraries. Travelers like to capture moments of place, history, and people when shopping in vintage and secondhand stores. The owners of The Vintage Boutique, LLC take this into consideration when stocking and purchasing items for the boutique. This is the idea of bringing back days of nostalgia to the River District, which is the downtown district. This initiative was structured to bring life back to small-town America. According to figures provided by Schwartz, there are more than 300 businesses with 4,000 employees within a half-mile radius in the River District. The River District began growing a decade ago after city and business leaders began investing in the area to revitalize that part of town. So far, there has been \$50 million in public investment and \$252 million in private investment, according to figures provided by Schwartz. (Schwartz, Diana)

Also, Danville is getting lots of attention due to the upcoming Caesars Virginia casino, the redevelopment of the White Mill building on Memorial Drive, and a planned riverfront park. In addition, Danville’s Main Street was recently recognized as one of the top eight Main Streets in the country, Schwartz pointed out. The city was a semifinalist for the Great American Main Street Award, which recognizes localities for preservation-based commercial district revitalization and is bestowed by the National Main Street Center.

In most downtown areas in small and large towns, the area is notoriously stocked with vintage and bohemian types of stores and shopping places. The downtown area of Danville is not an

exception. Many of the warehouse buildings of the tobacco era have been converted into upscale lofts for urban chic. The black diaspora of the community can be found on Spring and Union Streets. The history of these two streets was the home to many black and Jewish establishments during the 50s through the 80s. In the 80s, the downtown economies were disappearing due to the big businesses of malls and large retail shops. What remained in the area were the black beauty and barber shops, and a Jewish clothing store, named Abe Koplen which was an establishment that sold to African Americans when we were not allowed to shop at other clothing establishments. In a blog post written by Barry Koplen entitled “The End of Abe Koplen’s -Old West End,” Koplen notes that many of the customers were black farmers. The original store opened charge accounts for them and gave them “fall terms.” This meant they were expected to pay the account balance once their crops were sold in the fall. The Abe Koplen building is instrumental in the branding and survival of The Vintage Boutique because the boutique is now housed in this historic building on Union Street.

Future Projections-Diversifications

Green Business

In an article, entitled the “Climate Impact of Resale” Toom. states that the fashion industry is widely known as one of the worst polluters of the planet producing around 4% of the world’s greenhouse gas emissions and 20% of its wastewater. The Vintage Boutique is a resale venue that recycles its stock year after year. If the items don’t sell each season they are stored and put back onto the inventory floor. The boutique owners are cognizant of not purchasing new item in bulk and in showrooms. We shop strictly at markets that recycle and resale. We provide closet cleanouts, purchase from flea markets, yard sales, and we accept donations. For the business to

be seen as a green business this is a very important point that is stressed in our business plan. Promoting resale and vintage fashions doesn't come without limitations. It is expensive to keep the clothing cleaned and sanitized. The clothing must be stored properly to be presentative and ready for sale. The leather goods need to be conditioned and kept free from mold and other issues that effects raw materials. With this said it is not easy to manage and operate a resale business, but the rewards outweigh the risk.

Online Business and Social Media

The boutique has an online customer base throughout the United States and Puerto Rico. The resale business is a multi-billion dollar a year industry according to the Association of Resale Professionals (NARTS). Based on this study, the resale industry will continue to grow at a steady rate annually. Resale and fashion are deeply rooted in the black community as a part of shared history. It has been estimated that by the year of 2023, the resale industry will be expected to be worth \$51 billion and is growing faster than traditional retail stores and boutiques. The internet has created new avenues and many opportunities for black-owned shops and boutiques.

According to the ThredUp Resale Report 2022, secondhand is becoming a global phenomenon, with and expected growth of 127% by 2026, with sales expecting to reach \$82 billion (Reinhart). With this kind of exponential growth. I forecast that the owners of the boutique are in the right place at the right moment in time.

Additionally, the boutique has added special events to the business model of the boutique. We have community partners who team up with the boutique to highlight cultural and community events. Most recently, we honored a woman within the community who has dedicated years of style, grace, and wisdom to the community of Danville and Pittsylvania County in a black

history celebration. The Vintage Boutique, LLC was rewarded a grant by the River District Association (RDA) in August of 2022 to develop a professional website. The website will be available and will launch on the 10-year anniversary of the boutique. This webpage will include in it an e-commerce platform which will be used for online sales. Sidewalk and curbside pickups have been established for customers who are uncomfortable with in-store shopping. Boutique parties have proven to be a successful venture for the business. The boutique is also advertised on TikTok, Instagram, Facebook, and LinkedIn. These social media platforms have served well, and the traffic in the boutique has increased with the consistent flow of information.

Casino Connection



CASINO CONNECTION COURTESY OF THE SCHOOLFIELD PRESERVATION FOUNDATION

The lesson of thinking beyond is relevant to the time and the atmosphere in the Danville area because of the economy. Caesar's Casino is slated to be completed by 2024 (WSLS). The casino is expected to increase the population in Danville, as well as bring many tourists into the area. This will truly fulfill the vision of transforming our community for the better. It is important that we think carefully and strategically about what we can do to make Danville a desirable place to

live, build a business or career, and visit. As a reminder, the following are highlights from the recently signed development agreement with Caesars Casino. The following bullet points will highlight how the city and community will benefit from this resort being housed in Danville Virginia.

- A Caesars-branded resort casino will be constructed with a minimum of \$400 million in capital investment to transform the Schoolfield site into a destination for residents and visitors alike.
- The resort will include multiple restaurants and bars, a hotel with 300 four-star guest rooms, a 35,000 square-foot conference center, a 2,500-seat live-entertainment venue, a pool, and a spa.
- The resort will employ 1,300 full-time equivalent employees, earning an hourly wage of at least \$15 per hour.
- The resort will generate 900 construction jobs during the construction period. • Within 30 days of the referendum, Caesars will pay \$15 million to the city of Danville.
- Before the end of the year, Caesars will purchase the Schoolfield property for \$5 million.
- Caesars guarantees a minimum of \$5 million in gaming tax revenue each year for every full year Caesars is in operation.
- A portion of gaming tax revenue will be set aside to make neighborhood and corridor improvements in Schoolfield and the corridor leading to our border with North Carolina.
- And Caesars will provide an annual supplemental payment directly to the city based on a percentage of net gaming revenue, projected to be about \$12 million each year (danville-va.gov). With this type of revenue coming into the city, the boutique will profit from a new

customer base and sales will increase. The downtown area is only minutes away from the casino resort.

Current Challenges

The goal of the owners of The Vintage Boutique is to increase business sales, and to provide exceptional customer service in a boutique atmosphere. The main objective of the boutique is to increase in-store sales annually by 25%, online sales by 30%, to expand the customer clientele list by 30% annually, and to continue to service 90% of returning customers. I aim for the boutique to be a place of learning as well as a place to shop and shop wisely. I want the customers to be aware of the items that they are purchasing, not just purchase an outfit for a special occasion and then discard it after one use. Once purchased, I would like the customer to be able to use the item again or pass it on to someone who will be able to use it. Recycling and green living is a particularly important messages in the sales pitch of the boutique.

Creating and managing a small business does not come without its challenges, but one cannot let the challenges outweigh one's vision for the community and the business. Most recently, the boutique has faced the challenges of the pandemic, Covid-19. During the pandemic, the boutique became creative in selling. We have an online presence. We have created boutique parties and private showings, with limited traffic in the store. Online sales which are sold through the Poshmark application kept the bills paid at the boutique. The Poshmark catalog has over 3500 items listed. This site has proved to be economically sound and has provided the boutique with additional revenue. In the 21st century technology and e-commerce have provided a substantial way for businesses to stay viable and increase sales by 35-40% annually. The boutique will launch a professional website to sell most products from the store online.

The current environment for in- store boutiques is competition with online stores and boutiques. With the Covid-19 pandemic and the shutting down of business across the country, in- store boutiques and businesses have suffered tremendously within the last two years. There has been a loss in manpower as well as customer base for businesses across the country. The Vintage Boutique was no exception. The boutique continues to have a presence online but did suffer from foot traffic in the physical location during the pandemic. According to an article from CNBC, nearly three-quarters of U.S. small business owners were negatively affected by the pandemic.

Another issue that businesses are facing is the rise in inflation and the inability to control the market with supply and demand. The political climate around the world has created an increase in gas prices, and this increase puts a strain on the average household in general. Necessities are given top priority over luxury items such as clothing and accessories. I am taken back to the Hierarchy of Needs by Abraham Maslow, where he described the tiers of needs. The basic needs are what is considered essential needs such as food, water, and shelter. Inflation for many small business owners is a major challenge as well. Business owners are faced with the choice of price increases or losing money on profits. Therefore, these are challenging times for small business and companies worldwide.

The Covid-19 pandemic ushered in a new era of fashion. The standard definition of fashion changed. We were no longer focusing on the way we dressed because most of our business transaction took place at home. We were only concerned about what we had on from waist up. A new fashion trend took hold during the pandemic it was home décor fashions. People were spending so much time at home that we started decorating our home instead of dressing up. The Vintage Boutique took notice of this fashion trend during the pandemic. The sale of small home goods and accessories proved profitable during the pandemic. Competition in the market of

resale is trending. More and more individuals are looking for avenues to supplement income, as well as ways to preserve the environment. Since moving to the River District, I have noticed that several vintage and resale stores have moved into the area. Competition can be seen as good or bad, but I chose to see it as a positive. The boutique will continue to provide excellent customer services, as well as fair pricing to survive and continue to serve the community.

Conclusion

The Vintage Boutique is a project of hope and of a simpler time in life. I get great comfort in knowing that my customers realize that the boutique is not only a retail store, but a piece of history and a place to honor and give respect to our ancestors. We also honor the people who made it possible for a young, country, black female of modest means to be able to give back to the community and provide a service for which she can be proud. The Old Town shopping experience holds a special place in my heart and mind. The downtown shopping experience was our version of girl's day out. Each Saturday, my mom would go to the beauty salon on Union Street. While my mother was in the beauty salon my sister, cousins, and me would peruse the streets in downtown Danville. We would shop in the stores that were on Main Street mostly, but there were restaurants on Union and Spring Street that catered to black customers. To this day I can still see the stores that aligned the area of downtown Danville, during the 60s and 70s. The boutique has some artifacts from this time. We have shoes, purses, hats, and hat boxes of stores that have long been closed, but the memories are still alive in The Vintage Boutique, LLC.

With the Caesar casino and other economic endeavors coming to the Danville area, we can only hope that The Vintage Boutique, LLC will benefit. This is an exciting time. This creative process of writing and describing my passion for shopping that I turned into a business has afforded me

with the opportunity to meet other business owners in the community. I appreciate and value the knowledge that I have gained from them. I participated in a business bootcamp with the River District Association which gave me multiple tools and networking opportunities to promote the boutique. As I write this paper, we are celebrating our ten-year anniversary. Sustaining a business in the 21st century is exciting and scary at the same time. The boutique has had its share of challenges as well as successes. We have been able to continue to do business even though many businesses were not able to continue after the pandemic. We were blessed to move to a larger space and to be funded with a grant. As stated in the beginning quoting Coco Chanel” Dream Big”. This has been my motto and mantra for the boutique. I would like to leave a legacy for the generations that follows. The boutique is a way to preserve local and national history in fashion and to help save the planet simultaneously.

Through global media and technology, women are beginning to see more of the world and how women around the world celebrate beauty. The American style of beauty is rooted in racism and sexism. The magazine covers have promoted a white supermodel standard for the past forty years and just recently started to notice women of color and their contributions to the beauty and fashion world. Black women and women of color have been instrumental in forming fashion trends from the very beginning. Women of all colors have unique ways of wearing fabrics and adorning themselves with accessories to complement their clothing. Women of all nationalities enjoy fashion and beauty. My study of cultures and servicing the customers of the boutique have allowed me to see fashion through the eyes of various communities. The vision for the boutique is to inspire all women and men who love fashion and vintage clothing.

In conclusion, this paper was a way to honor my ancestors by keeping their dreams and accomplishments alive. The resale business is a lucrative business, and at the same time a

sustainable one. My vision is to continue to provide the citizens of Danville and surrounding areas a place of comfort where they can find good, quality, vintage clothing at reasonable, market prices.

Works Cited

- “Black Girl Magic.” *Wikipedia*, Wikimedia Foundation, 6 Oct. 2022,
https://en.wikipedia.org/wiki/Black_Girl_Magic.
- Bryant, Susan L. “The Beauty Ideal: The Effects of European Standards of Beauty on Black Women.” *Columbia Social Work Review*,
<https://journals.library.columbia.edu/index.php/cswr/article/view/1933>.
- Charron, Katherine M. “Chapter 1 Home Lesson.” *Freedom's Teacher: The Life of Septima Clark*, University Of North Carolina, Chapel Hill, NC, 2012, pp. 37–38.
- Corp, David. "4 Corners Revisited: The Evolution of Main and Union Streets, Danville, VA." *Clio: Your Guide to History*. March 23, 2017. Accessed November 8, 2022.
<https://theclio.com/entry/22968>
- Edu, Team Leverage, et al. “10 Entrepreneurial and Life Lessons from Coco Chanel!” *Leverage Edu*, *Leverage Edu*, 13 July 2021, <https://leverageedu.com/blog/lessons-from-coco-chanel>.
- Ford, Tanisha. “The Beauty and Timelessness of Black Adornment Rituals.” Bitch Media, 9 Apr. 2020, <http://www.bitchmedia.org/article/beauty-and-timelessness-of-black-adornment-rituals>.
- Investing in Danville Committee Interim Report Background. City of Danville, VA, 28 Sept. 2020, <https://www.danville-va.gov/DocumentCenter/View/26194/Investing-in-Danville-Committee---Interim-Report-PDF>.
- Inc., Thredup. “2022 Fashion Resale Market and Trend Report.” *ThredUP*,
<https://www.thredup.com/resale/>.
- K., Walker Juliet E. *The History of Black Business in America: Capitalism, Race,*

- Entrepreneurship*. University of North Carolina Press, 2009.
- Libraries, Columbia University. "The Beauty Ideal: The Effects of European Standards of Beauty on Black Women." *Academic Commons*, 1 Jan. 1970, <https://academiccommons.columbia.edu/doi/10.7916/D8DF6PQ6>.
- Nations, 500. Caesars Danville Casino Opening in 2024, <https://www.500nations.com/casinos/va-danville-casino.asp>.
- Newsdesk. "Small Business Owners Are Optimistic but Still Face Challenges amid Covid." *TittlePress*, 1 Feb. 2022, <https://tittlepress.com/covid19/1504894/>.
- Reynolds, Toby, and Paul Calver. *Fearless Women: Courageous Females Who Refused to Be Denied*. Barron's Educational Series, 2017.
- Schwartz, Diana. "A Jewel Worth Saving." *RDA Danville VA*, 21 Aug. 2021, <https://www.riverdistrictassociation.com/blog/a-jewel-worth-saving>.
- Smith-Strickland, Stephanie. "The 'Yeehaw Agenda' Has Been Here for Years. We're Just Finally Paying Attention." *Esquire*, 4 Nov. 2019, <http://www.esquire.com/style/mens-fashion/a29609752/yeehaw-agenda-black-cowboy-style-history>.
- "The 'Yeehaw Agenda' Has Been Here for Years. We're Just Finally Paying Attention." *Esquire*, 20 Aug. 2020, <https://www.esquire.com/style/mens-fashion/a29609752/yeehaw-agenda-black-cowboy-style-history/>.
- Toom, Eerik. "The Climate Impact of Resale." *Relished*, <https://relished.co/post/the-climate-impact-of-resale>.
- Wares, Lydia J. "Dress of The African American Woman in Slavery and Freedom: 1500 To 1935." *Purdue University, Ann Arbor*, 1981. ProQuest, <https://hollins.idm.oclc.org/login?url=https://www-proquest->

com.hollins.idm.oclc.org/dissertations-theses/dress-african-american-woman-slavery-freedom-1500/docview/303029444/se-2.

White, Deborah G. *Ar'n'T I a Woman?: Female Slaves in the Plantation South*. Norton, 1999.