FASHION STORY 03/13/2019 D.VHAA

Fashion is one of the many things that recycles time and again. So what is the science behind this, and how do we incorporate fashion into today’s world? Destinie Vhaa (VAH) has the story.

MP3 R/T: 1:07 O/C: STD.

DESTINIE VHAA: THE LATE NINETIES AND EARLY TWO-THOUSANDS FASHION HAS BEEN POPPING UP EVERYWHERE FROM CLOTHING STORES TO POP CULTURE. CLOTHING BUYER AND STORE OWNER, MELISSA PARKOS OF JORI AND JUNE IN STILLWATER, MINNESOTA, SAYS THAT FASHION COMES AT DIFFERENT RATES FROM DIFFERENT PARTS OF THE WORLD. SINCE THE MIDWEST IS IN THE MIDDLE, FASHION FADS COME TO US AT A SLOWER RATE COMPARED TO INTERNATIONAL FASHION HUBS.

MELISSA PARKOS: “I SAW IT IN SHANGHAI FIRST AND THEN IT WOULD TAKE A COUPLE YEARS, AND IT WOULD BE IN EUROPE AND THEN IT WOULD COME TO THE UNITED STATES BUT WHEN IT COMES HERE, IT COMES OUT OF NEW YORK OR CALIFORNIA… IT’S MUCH SLOWER INTO THE MIDWEST.”

DESTINIE VHAA: PARKOS DOESN’T THINK OF HER STORE AS AN EGDY STORE, BUT DOES LIKE ADDING PIECES SHE BELIEVES WILL BE GOOD INVESTMENTS AND TRENDY ENOUGH FOR HER AUDIENCE.

MELISSA PARKOS: “SO WHEN YOU THINK ABOUT SOME OF THESE TRENDS, LIKE NEON IS BACK IN… I THINK THAT ITS FUN TO DABBLE INTO THAT AND BRING THOSE PIECES IN JUST TO KIND OF FEED INTO THAT, BUT IN A MORE SUBTLE WAY.”

DESTINIE VHAA: THE PHENOMENON OF FASHION IS EXPLAINED AS A BELL CURVE, SAYS FASHION EXPERT DR. ANUPAMA PASRICHA OF ST. KATE’S UNIVERSITY IN ST. PAUL. SHE SAYS THAT WE WILL MOST LIEKLY SEE THESE STYLED PIECES NOW IN ABOUT 20 YEARS. FOR THE FALCON NEWS SERVICE THIS IS DESTINIE VHAA.

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