

**FOR IMMEDIATE RELEASE:**

**ALTERNATIVE SHOPPING TRENDS: CREATING TOMORROWS STYLES WITH YESTERDAYS VINTAGE FASHIONS**

***Rose Bowl Flea Market Showcases Sought After Items And Unique Pieces in Its Growing Vintage Clothing Section***

It is often heard in the fashion industry, one day you're in and the next day you're out.. Trends are ever-changing but today's designers have always found inspiration by looking at the past, and fashion-forward consumers have followed suit by seeking vintage pieces to add to their wardrobe instead of expensive mass-produced department store replicas. Increasingly, today's trendsetters have sought refuge from designer price tags at thrift shops and flea markets. Consequently, many have discovered a Fashion find in the Rose Bowl Flea Market.

The largest of its kind on the West Coast, the Rose Bowl Flea Market is home to more Than 2,500 vendors of antiques, arts & crafts, as well as new and unusual products every second Sunday of the month. Hosting more than six hundred vendors in the vintage clothing area alone. A popular section in the early morning hours of daybreak. The Flea Market often finds its first customers are high-end designers, world-wide clothing buyers and savvy fashionistas. Widely accepted during the fashion revolution of the 60's and 70's, the trend of wearing vintage garments began to take hold as mass-production techniques allowed for cookie cutter clothing -- and individuals longed for a wardrobe that reflected their personal tastes. Today, vintage clothing has held its ground in the 21st century and even increased its popularity in America, as well as overseas. The demand has only grown to meet the desire of a new generation that has embraced such fashions as a way of expressing their individual style. Although inventory changes every month, customers from around the world come to the Flea Market to purchase vintage merchandise in bulk, satisfying their own clients need to wear a piece of nostalgia. To showcase the vendors. latest wares, elegant black cocktail dresses, psychedelic print jackets, and other eye-grabbing items from different eras hang from vendor booths everywhere attracting buyers with personal shopping carts already over laden with vintage fashions. Vendors can range from vintage shop owners to rag vendors that sell to the same stores, but come to the Flea Market to sell directly to the consumer. Bargain-hunters ready to sift through piles of clothing neatly heaped into various sections are guaranteed to find a highly-prized vintage piece for pennies on the dollar.

***Rose Bowl Flea Market .Vintage Clothing***

On any given Sunday, Flea Market customers might include college students sifting through clothing dating back to the 1960's and 1970's, or a buyer from Japan in search of in-demand Levi's pieces such as a 1960.s suede jacket priced at a reasonable \$250-range. Specialized collectors could be looking for a rare 1940s Kahanamoku Hawaiian print shirt or popular work-wear dating back to World War II. Those specializing in denim, hunt for early pairs of Levi's jeans that are often bought for hundreds of dollars, but could easily fetch hundreds more elsewhere. Hollywood costume designers shop secretly to dress their celebrities, regularly setting off the latest fashion craze across the nation. And savvy consumers who keep abreast of the latest trends in magazines come to the Rose Bowl Flea Market to emulate couture styles with original quality pieces often purchased for far less than department store prices.

The Hollywood elite have also caught onto the secret of their personal shoppers and have visited the Flea Market to shop for themselves. Some stars known for wearing vintage clothing that have shopped at the Rose Bowl Flea Market include: award winning actress and singer Barbra Streisand who has been known to perform in vintage clothing; funny-man Rob Schneider; fashionistas Gwen Stefani and Ashley Olsen;

actress, director and producer Daryl Hannah and band member of the Red Hot Chili Peppers, Anthony Kiedis, who often frequents thrift stores for his vintage look.

Countless styles of original clothing dating as far back to the early 1900's can easily be mixed-and-matched to create fashionable style statements for today. Modern jeans paired with a turn-of-the-century men's sleep shirt and circa 1960's sunglasses a la Jackie O, can create a chic casual look. Wear the new Mahnolo Blahniks pumps with a classic 1970's Halston black dress and make it glitter with a vintage necklace adorned with an owl pendant. Warm up a man's winter wardrobe with a classic Navy pea coat and a 1930's pocket watch to match, or perfect the rock-star look with a psychedelic 1970's blazer worn over a vintage t-shirt that all of young Hollywood seems to be sporting today.

All too often people crave catwalk styles at couture prices not realizing they are usually recreations of designs from the past. Why salivate over the copycat when an inexpensive original could be purchased and personalized. The Rose Bowl Flea Market can be a find for young women looking for unique fashions on a budget. Anything from form-fitting tweed jackets, billowy empire sun dresses and elegant fashion-forward jumpsuits from an era gone by could be purchased for far less than at department stores. Feminine, flowing, sleek and sexy styles can be had for the perfect occasion: a romantic tryst, a prom, a holiday cocktail party, a trip to the theatre.

Accessories have always been an important part of a woman's wardrobe and the Rose Bowl Flea Market carries several items that could be mainstay closet classics: wide Vintage Bakelite bracelets with intricate carvings and various colors; matching pearl Triplet sets to adorn the ears, arms and neck; a casual braided belt or a retro-style wide Black Mod belt to dress up simple jersey dresses. Little girls can also fill their dress-up Drawer with fun and affordable pieces such as: faux gems; delicate charm bracelets, Clip-on moon glow cluster earrings or a faux pearl choker.

All these original looks and more can be found at the Rose Bowl Flea Market. Want to know the story behind the style? Knowledgeable vendors can often be seen educating customers on the history of a specific vintage piece, but more often than not, Flea Market shoppers know what suits their personal style when they see it. If you like fashion and you love to shop, the Rose Bowl Flea Market is the place to be every Second Sunday of the month.