

Cheeri



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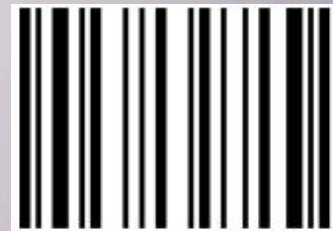
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A Stairway to Vintage Heaven



EAST AND UP : Vintage for Everyday

By: Megan Barnard

Vintage has become a cultural moment - a way for people to define their style and relive the nostalgic feeling of the past, while also finding fresh ways to break from current trends. From curated secondhand shops to pay-by-the-pound bins, there are limitless opportunities to branch out and discover a new path to self-expression.

Cheri recently had the chance to explore one of these curated vintage stores, located in the heart of downtown Savannah, GA. Just steps from coffee shops, restaurants, and parks, it's the perfect escape into a world of hand-selected and upcycled pieces designed to bring a vintage and original flair to anyone's closet.



The rise in shopping secondhand clothing isn't new. The trend has grown significantly since the pandemic and has become increasingly accessible for the average consumer. That's one of the goals of East and Up: accessible Vintage. Anyone with a few spare hours can visit a typical thrift store and sift through racks of clothing, hoping to stumble upon something. But more often than not, these donation centers are overrun with the castoffs of fast fashion; trendy items with short lifespans, left behind to decompose in dollar bins.

"You'd be crazy if you didn't jam out to Bohemian Rhapsody or Hotel California, so why would you turn your nose up at a sweet pair of Levi's or a killer beaded maxi skirt?" says one of the buyers at East and Up. Her point is clear: We watch old TV shows and movies, we listen to music from the '70s and '80s without hesitation, so why should there be shame in wearing vintage?

A core mission of East and Up is to help de-stigmatize secondhand shopping. While younger generations have embraced thrifting more readily, there's still room for growth among other Generations. There's something uniquely beautiful about knowing your clothes have a story, and maybe even discovering what that story is.

That's part of what makes stores like East and Up so special. From the moment you walk in, it's clear how curated and intentional every piece is. The staff are warm, knowledgeable, and eager to help, from setting up dressing rooms to finding specific sizes or shades, and assisting through every step of the styling process.

As a woman-owned and operated business, East and Up is committed to bringing vintage fashion at a high-end level to the daily consumer, both in-store and online. The online shop broadens accessibility even more, allowing customers outside of Southeast Georgia to explore their unique, handpicked, and upcycled collection.

Their upcycled selection is just as impressive as their vintage collection. The store regularly partners with both emerging and established designers who reimagine and reconstruct older pieces, giving them entirely new life. The customization doesn't end there, though.

Both in-store and online, East and Up features a customizable charm bar, a playful, personal touch where customers can create unique jewelry that reflects their style. Whether you're designing a bracelet, necklace, or anklet, the staff are happy to guide you through the process. During Cheri's visit, the bachelorette party laughed and crafted together, making personalized souvenirs from their girls' trip to the Hostess City of the South.

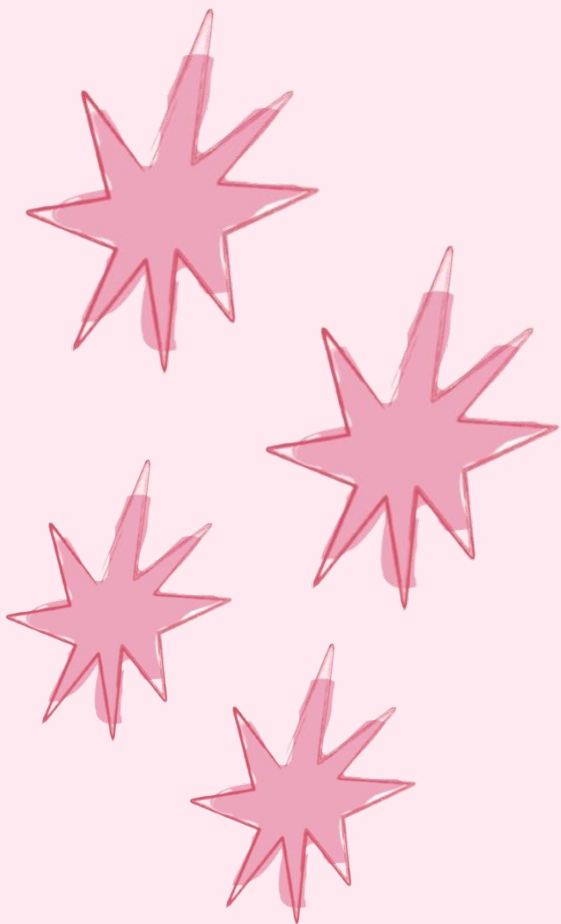


East and Up also supports local talent by hiring students to bring their creative vision to life, particularly in marketing, merchandising, and social media. Cheri spoke with Margot Stone, a senior at the Savannah College of Art and Design and the store's social media manager. Margot shared that each day brings something new, from designing Fashion displays to experimenting with platforms and finding ways to infuse her personality into her work.

East and Up recognizes that vintage fashion is more than a fad; it's a lasting lifestyle choice. People who value originality, sustainability, and storytelling are naturally drawn to vintage. It offers a way to reject the boxed-in stylistic templates that social media often pushes on consumers.

"As consumers, we constantly want what's new and in style. But how is that setting us apart or allowing us to express ourselves, especially when it's overpriced due to high demand and ends up helping no one?" says Lissa Elaine, one of the store's buyers. "Our wallets, the earth, and our closets will thank us in the long run."







Advice From Cheri

Still unsure how to style secondhand? Don't worry- Cheri's got you covered. Here are a few quick tips for building a killer outfit from a secondhand shop:

Identify your favorite styles. What decades do they resemble? Are you into low-rise jeans from the '90s? Bell sleeves from the '70s? Dramatic shoulder pads from the '80s? Whatever you love now probably has roots in a previous era; use that as your jumping-off point.

Do your research. Look into clothing trends from the decade that speaks to you. Some curated vintage shops are organized by era, which makes it easier. If not, train your eye to recognize silhouettes, fabrics, and cuts from that period.

Start with a statement piece. Whether it's a blouse, skirt, or jacket, find an item that excites you, then build around it. You may fall in love with that original item, or you might discover unexpected gems while styling it.

Play dress-up! Try on your finds, either solo or with friends. Snap a pic and get a second opinion if needed; employees are usually happy to help, too.

Whether you buy something or not, enjoy the journey. Part of the fun is exploring and appreciating the craftsmanship and stories behind the clothes. Don't forget to share the story and outfits with your friends as well!

The two outfits highlighted above were both built around standout vintage pieces. The first featured a sleeveless 1960s patterned top that instantly caught my eye, so I styled it to bring out its bold colors. The second centered on a drop-waist dress, a style I've been obsessed with lately. It was love at first sight. Every piece featured is available at eastandupvintage.com.



Beyond the Article

Still looking for more Secondhand Inspo? Watch and listen now to the extras on our website and social media below by scanning the QR Codes!



Timeless Tunes Spotify Playlist

Looking to feel transported while you shop second hand? Enjoy these classic and timeless songs to transport you back in time while you find your next amazing piece.

Listen here



Love, Cheri Second-Hand Stans

Grace Meglynn and Megan Barnard sit down to discuss the importance second hand fashion and vintage style as had on growing as a person and in fashion.

Listen Here



Shop with Us Trip to East and Up

Come with us as we take a trip to the vintage store East and Up, style pieces, explore up cycled clothing, and possibly splurge on a purchase.

Watch here



**Pink and
Pearls
Ahead!**

The Power Of Pink

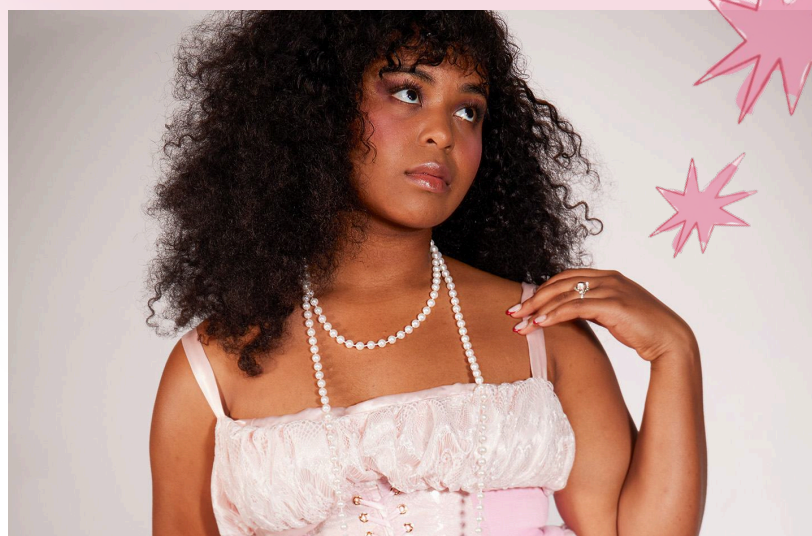
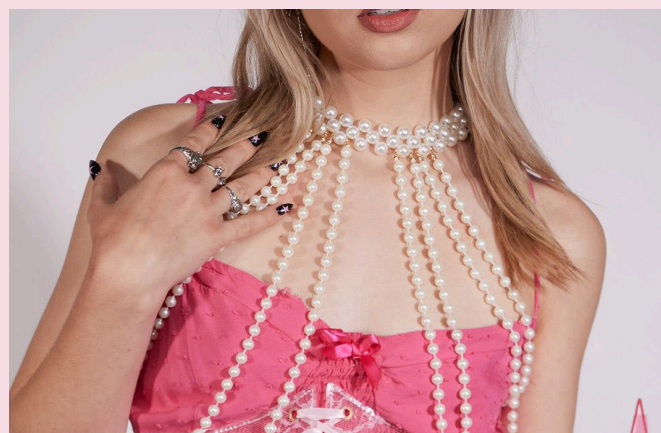
Pink, Pearls, and Femininity are making a comeback. Are you ready?

By: Megan Barnard

Culture has always influenced what shows up on the runway and in our closets, and this year's trending colors and styles are no exception. A few summers back, when Barbie hit theaters, something interesting happened. A lot of women found themselves reflecting on a certain phase of life, usually somewhere around middle or high school, when they suddenly stopped loving the color pink. At that point, pink started to feel too soft, too girly, maybe even a little uncool. But times have changed. Pink is back, and this time it's bringing power along with it.

Right alongside pink, pearls are quietly making a comeback, too. Sure, pearls have always been a classic part of feminine fashion, but right now they're getting a fresh spin. They're mixing into other style trends and playing a big role in a look that's gaining momentum: Rococo Revival.

Let's take a quick look at what Rococo actually is and why it's showing up again. The Rococo period lasted from around 1715 to 1780 and was known for its over-the-top fashion. Think big dresses, frilly details, delicate lace, and dramatic silhouettes. You can still spot echoes of that era today, both on high-fashion runways and in everyday streetwear.



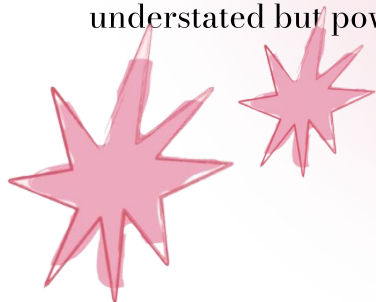
Fashion tends to mirror pop culture, so it makes sense to ask: Where is all this Rococo influence coming from now? The obvious answer is *Bridgerton*. The show that really brought the drama, the romance, and the elaborate costumes into the spotlight. But honestly, it goes deeper than that. There's a bigger cultural moment happening. Femininity is being embraced in a new way, and everything from ruffles to corsets to pearls is coming back into the picture.

We can't forget the craftsmanship from that era either. Fashion during Rococo times was all about the details. Bows and pearls weren't just accessories; they were part of the garment, often embroidered directly into the fabric. Layers and volume added to the theatrical look, making each outfit a kind of performance. That same love of detail is popping up again today in subtle, wearable ways.

Pink was popular in that period as well, but the current pink revival had started a little earlier, during the Barbiecore moment of 2023. At that time, the shades of pink were bright and bold, meant to grab attention and make a statement. Now, pink has softened into more muted shades. We're seeing pastels, blush tones, and baby pinks showing up all over. These colors are quieter, but they still hold meaning. They signal a kind of ease with femininity; a comfort and softness that still carries strength.

There's something refreshing about seeing pastel pink as a key color trend. It feels light and joyful. It tells a story about playful girlhood and warmth. And when paired with a strong silhouette, such as something structured or bold, it can still turn heads.

While pink is making its statement in color, pearls are doing the same through accessories and jewelry. In the Rococo era, pearls were a big deal. They weren't just pretty; they were symbols of wealth and status. Anyone who could afford pearl jewelry was seen as part of the upper class. They were understated but powerful; delicate, yet meaningful.



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Then came the 1950s, when pearls started to mean something else. They became associated with domesticity and the image of the perfect housewife. That era was all about neatness and conformity, and pearls fit right into that aesthetic. As fashion shifted, women started wearing more masculine styles to push back against those expectations.

Now we're swinging back again, but in a new way. Femininity isn't about fitting into a mold anymore. It's about expressing yourself, whatever that looks like. Pink and pearls are showing up in ways that feel bold, creative, and personal. They're no longer just signs of tradition; they're tools for telling your own story, and that is the most amazing element of these new trending styles.



Advice from Cheri

The best part of embracing this trend is that there's no one right way to do it. It's about reconnecting with girlhood and the history of femininity, but, in case you need a hand, Cheri is here with a few tips to get you started.

Start with some inspiration. Hop on TikTok, Pinterest, or Instagram and scroll around. There are so many people styling pinks, pearls, and Rococo-inspired pieces in fun and creative ways. Or, if you're more of a real-world observer, grab a latte and go people-watch at your favorite café. So much inspiration can come from just watching.

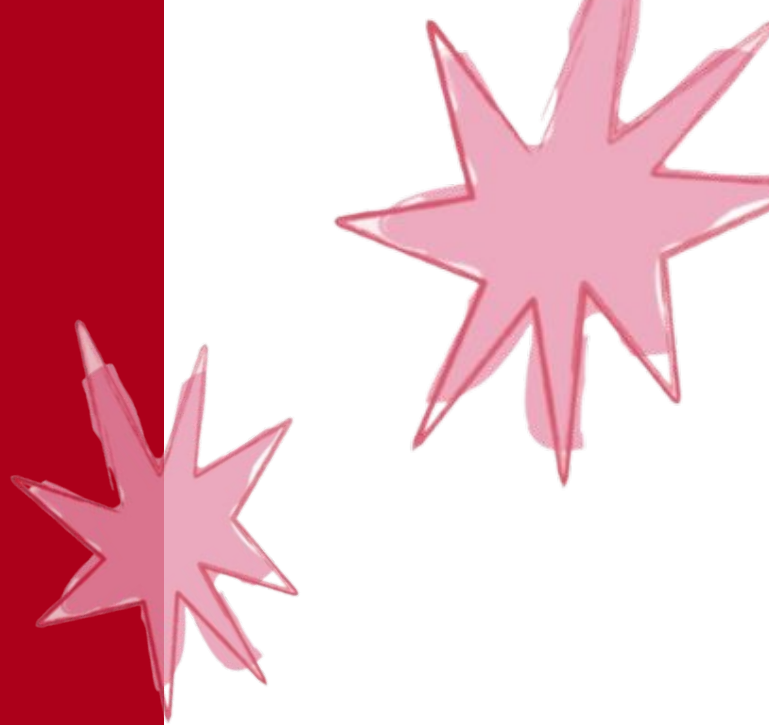
Next, check your closet. You probably have more to work with than you think. Pink pieces are often hiding in the back of the wardrobe, waiting for a second chance. There is also a good chance you already own a pair of pearl earrings or a simple necklace. I still have the pearl necklace I got at my baptism. It fits more like a choker now, but it's one of my all-time favorite accessories.

Now the fun part: start playing around. Try mixing unexpected pieces. Maybe that pink headband looks great with a white lace top. Or maybe the jacket your friend gave you last year suddenly works layered over a frilly shirt. There's no formula here, just try stuff and see what feels right. Fashion should be fun.

If you can't seem to find any perfect outfits, don't feel guilty about going shopping. Pick out a couple of pieces that speak to you. The key is to find items you'll wear, not just ones that are trendy. Pink has been popular for a while now, and it's not going anywhere anytime soon. Pearls are also timeless and can pair with anything, so a splurge on a purchase for something you like will never be a bad thing.

If you're looking for more ideas, head over to [Cheri.com](https://cheri.com). Whether you're dressing for brunch or a night out, you'll find inspiration to bring pink, pearls, and all things Rococo into your everyday look.





Starring:
Allison Folger
Hope McElveen

Designs by:
Olivia Rushings

Styling/Creative
Direction:
Megan Barnard

Photo by:
Annabella
Jones

Make up by:
Allison Folger

Beyond the Article

Need more help riding the Pink wave? Watch and listen now to the extras on our website and social media below by scanning the QR Codes!



Just a Girl!

Spotify Playlist

Sometimes, you just need to put on music and DANCE! Whether you're getting ready for work or for a night out on the town, this playlist can make you feel like you've unlocked ultimate girlhood.

Listen here



Love, Cheri

Femininity in Fashion

Megan Barnard sits down with student designer Olivia Rushing to talk about her journey and how she found her style and power in the world, as well as what she is looking forward to with today's trends.

Listen Here



Sneak Peak

Youtube video

Come for a sneak peak behind the curtain of what does on at an editorial shoot for Cheri! Meet the models, see what it's like to be in the studio, and what goes into making a fashion Editorial!

Watch Here