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INTRVW: Ada Egloff



Ada Egloff has made herself a staple in the Philadelphia vintage scene over the past few years. She first began selling online through her successful Etsy shop [Lollycrisp Vintage](#) and then set up a brick and mortar store called [Oma Vintage](#) on 3rd Street in Northern Liberties.

The white-washed walls of her shop showcase the beauty and allure of racks and racks of timeless, hand-picked pieces—all of which fit in with Ada's specific aesthetic and sense of style. Egloff works hard to curate her shop with vintage items that can be mixed and matched with modern clothing and current fashion trends.

Oma Vintage is currently hosting a 30% off sale where all winter items including sweaters and

coats will be marked down to make way for spring apparel.

Phrequency had a chance to chat with Egloff to get her view on vintage fashion.

Phrequency: How long have you been in the vintage business and how did you get started?

Ada Egloff : I've been selling vintage for about two years and collecting it pretty much my whole life. I caught the vintage bug at a very young age as my parents were avid antique collectors and my dad had a serious ebay habit for a few years. It taught me to appreciate the craftsmanship and quality of old things. Growing up in Manhattan, I did a lot of vintage shopping for myself as a teenager. When I moved to Philly two years ago, I discovered a lot of great thrift and decided to share my passion for collecting special pieces and opened the Etsy shop.

P: How did you decide on the name Oma Vintage? Why did you decide to change it from your original Etsy shop name?

AE: When I found the space for the shop there was a lot of debate about what the name of it would be. Though Lollycrisp is fun and has a nice ring to it, it felt a little too cutesy for what I was going for with the store. Though it would have been nice to keep it for continuity's sake, I felt it was essential to the branding identity of my business to change it. Oma is German for Grandma and it's what we called my mom's mom when we were growing up. She was always a style inspiration for me - cabaret and ballet dancer in New York as a young woman and a painter later in life. She was the sort of bohemian, dangly earring kimono-wearing type who smoked lots of cigarettes. So I thought it was fitting to name my shop after her, keeping the tradition of style in the family. It's also a nod to the style of eras past - the kinds of classic pieces our grandmas would wear.

P: What did you have to do to get your shop open? Was it a difficult experience or did you enjoy the whole process?

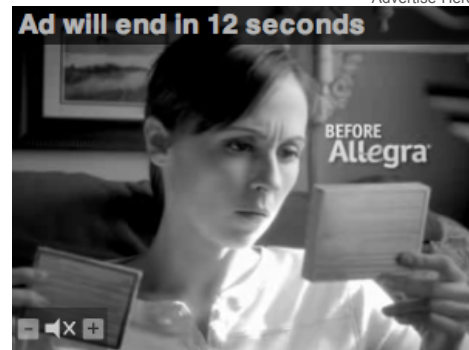
AE: I was very DIY with opening the store, and a lot of it happened on the fly. I knew I had a limited budget so I had to get creative with making things work. Most of the furnishings in the shop were great Craigslist finds and the other pieces - racks, fitting room, front counter - I built with the help of friends. I got a lot of assistance (via barbers or straight up favors!) from really great creative friends right here in Philly. One designed my logo and did the website, another painted my sign, Print Liberation did my tote bags in exchange for some modeling. It really made me appreciate the network of creative people that exists in this city (and how far a six pack of beer and a pizza will get you when you need help painting and moving furniture!) It was difficult and I was here at least 12 hours a day for 2 months, but it was well worth it because it turned out pretty much how I envisioned it. It leaves you feeling quite satisfied when you build something yourself, from the ground up.

P: What kinds of items do you stock in your shop? Do you have favorite pieces?

AE: I stock an array of items for the shop, consisting mostly of vintage apparel and accessories (bags, shoes, jewelry) for women and a smaller selection of men's items. I think any boutique - particularly vintage - has to have



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a specific point-of-view in order to make it stand out, so I gravitate towards pieces that fit my personal style aesthetic. I had a customer once say she felt like shopping in my store was like browsing through someone's walk-in closet, and I took that as a high compliment! I try and curate the shop very specifically. I definitely have my share of favorite pieces that take a lot of courage to part with! But for the most part I'm happy when I see them go to a good home. I'm a sucker for mini dresses with really great details like a knockout tribal print or military buttons. Also, jumpsuits. My boyfriend makes fun of me because at home I have a closet filled with jumpsuits I never wear. I just consider the silhouette to be the perfect statement piece! I try and stock as many of those as I can in the shop, too.

P: What tips would you offer for incorporating vintage pieces into a modern-day wardrobe?

AE: I think there is a ton of incredibly wearable vintage out there, you just need to look for it. Vintage dresses are so covetable in my opinion because you can build an outfit off of one piece. Printed vintage dress paired with items you'd already have like a blazer, clutch, sandals and bam you have an outfit for day or night. I don't personally go for a "retro" head-to-toe look - so mixing and matching is key. I have a dolman sleeved gunmetal metallic top in the shop right now that would just be killer with some cigarette pants or skinny jeans and high-heeled booties for evening. I guess with most vintage, it's really about the one-of-a-kind piece.

P: Where do you find fashion inspiration?

AE: I find fashion inspiration everywhere - magazines, blogs, walking around a city, old movies. I sort of go into a bubble during fashion week and scour all the collections from top to toe to look for ideas for the coming seasons. It's amazing how much new designers "borrow" from old styles. There are only so many silhouettes that compliment the human form and the majority of them have been explored in decades past! A lot of my inspiration though happens on a gut level. I just try and stay in tune with my instinct, and whatever feels fresh to me is what I'll lean towards.

P: Is there a specific trend you've noticed recently that women could pull off with vintage fashions?

AE: Oh - so many! Right now we're seeing a lot of khakis and tans in 70s silhouettes - wide legged trousers, oversized blazers, high waist shorts. The high-waist is back, big time! And it's one of the most common shapes in vintage clothing. The 80s have been EVERYWHERE for like 4 seasons now, so that trend makes vintage very accessible. Strong shoulders, mini dresses, colorblocking. I personally am very interested in menswear right now - oversize trousers and tuxedo shirts, etc. Pair those with a strong shoe and you have an instant look.

P: What is your favorite decade for vintage? Do you tend to gravitate towards specific styles?

AE: I think my favorites in terms of decades changes pretty frequently. Currently, I'm very into the 1940s and I love silk pieces, so the 1940s silk printed day dress is definitely at the top of my list. 60s silhouettes like tulip dresses and swing coats are definite favorites. Also 80s cuts like the batwing sleeve or oversize blazers feel fresh to me still, especially if they are done in quality fabrics. Amazingly, pieces from the early 90s are starting to be considered vintage, and that sort of Blossom era style is back in full force. I have acquired some babydoll grunge floral dresses and acid wash denim jackets for the shop and they are big sellers.

P: If a woman had to have just one vintage item, what should it be?

AE: I can't pick just one so I'll give you my three essential vintage items: Patterned dress, statement coat, and leather purse (clutch or shoulderbag). I think it's key to find pieces in these shapes that are versatile enough for everyday, but still pack that uniquely "vintage" punch. Any vintage I collect needs to feel like something I couldn't get anywhere else. It also has to stand the test of time so I only look for pieces that still feel relevant. The LBD is a great starter piece for the beginner vintage-collector since it's whole purpose is to stay eternally stylish.

P: Do you consider Philly a fashionable city? Where are some of your favorite places to shop?

AE: Coming from New York, it was definitely an adjustment in terms of style expectations. My daily commute in Manhattan was like going to my own private fashion show. There are just so many people and it's such a style-conscious city, you're bound to find inspiration everywhere. That being said, Philly definitely holds its own in terms of style awareness, you just have to look a little more closely to find those gems. It's a more do-it-yourself kind of fashion here, and I think that's really liberating when cultivating one's personal style identity.

I think more than any other group in Philly, the senior crowd really keeps it real! I often go to Rittenhouse Park on a nice afternoon with a cup of coffee just for the people watching. I think fashion in general is reverting back to classics and quality, so what better demographic to look to than dapper older gentleman with money? For shopping, I think Sugarcube is a great boutique and really well-edited. I also love Heather's eye at Vintage Connection, she has a really sweet and lovely shop. Shag on Antiques Row is a great spot for Mid-Century vintage furniture, and you can't beat Joan Shepp's twice-a-year seasonal clearance sale for that really special designer piece (at half the price!).

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