

# Bank on Vintage this Christmas and Win a Personal Shopping Experience

Submitted by: ShopCurious.com

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ShopCurious.com owner urges shoppers to eschew slavish addiction to high street trends by investing in designer vintage fashion that is better value in the long run

Two trends are converging to put the focus on designer vintage this Christmas: credit crunch shopping and green fashion.

“With the current state of the economy, we hope that more people will eschew so-called disposable high-street fashion in favour of original pieces and unique accessories that can be worn in ten years time and will still look good,” says Susan Muncey, creator and “curator” of ShopCurious.com (<http://www.ShopCurious.com>).

“Stylish fashion that’s original, eclectic or even quirky is not about buying what’s new and different, but about a new and different approach to buying,” says Muncey.

While vintage items may initially seem more expensive than high street bargains, buying something that you believe has timeless style, artistic value, excellent craftsmanship and that might grow in value is a better long-term investment. Indeed, buying a closet full of high street tops that you only wear once or twice can add up to be more expensive than a well-made designer vintage piece that you can wear season after season.

## Vintage Green

Designer vintage clothing is also a better choice for the environment. High quality fabrics such as vintage lace and silk, original hand-dyed fabrics and quirky trim embellishments were made to last and provide the ultimate in fashion recycling.

## A Fashion Work of Art

ShopCurious.com carries a range of vintage items that can be considered a work of art, including an extraordinary original, knitted wool dress (<http://www.shopcurious.com/Products/Julien-Macdonald/Oversized-knitted-wool-long-dress.aspx>) by Julien Macdonald that was featured in the Sunday Times Style Magazine. Although ShopCurious.com (<http://www.ShopCurious.com>) sells items for as little as £10, this dress is priced at a cool £1,000 because it’s totally unique (there’s not another in existence) and it’s a piece of vintage genius – a veritable work of art.

## Win a Personal Shopping Experience with ShopCurious.com owner Susan Muncey

For those who want to develop their individual style, find original designer vintage pieces, put together an eclectic outfit or find the perfect unique accessory, ShopCurious.com (<http://www.ShopCurious.com>) is offering a chance to win an hour of personal shopping with ShopCurious.com (<http://www.ShopCurious.com>) owner and renowned fashionista Susan Muncey. Simply e-mail: “I’d like to Bank on Designer Vintage”

to [info@ShopCurious.com](mailto:info@ShopCurious.com) by 31 December 2008 for a chance to win.

The personal shopping will take place in London, or a phone consultation can be arranged for an out-of-town winner.

#### More about ShopCurious

ShopCurious is for lovers and collectors of naturally beautiful things. It's the online shopping equivalent of 'slow food': a backlash against the must-have consumer frenzy of the branded goods crazed brigade.

Founded by Susan Muncey, who previously owned north London boutique Fashion Gallery – a hot destination for fashionistas in the nineties – ShopCurious favours natural materials and fibres, handcrafted things, designs with personality and timeless style. She sources unusual gifts from all over the world. Some of the pieces for sale are totally unique one-offs, others are part of a limited edition. ShopCurious is the place for unique, luxurious items for your wardrobe and home.

#### Further information:

Please direct press enquiries to Susan Muncey at ShopCurious on 020 8870 9930 or [info@ShopCurious.com](mailto:info@ShopCurious.com).